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COFFEE & TEA INDUSTRIES

and The Flavor Field

77th YEAR

JANUARY, 1954

C. E. BICKFORD & CO.

**COFFEE BROKERS
AND AGENTS**

NEW YORK
88 Front Street

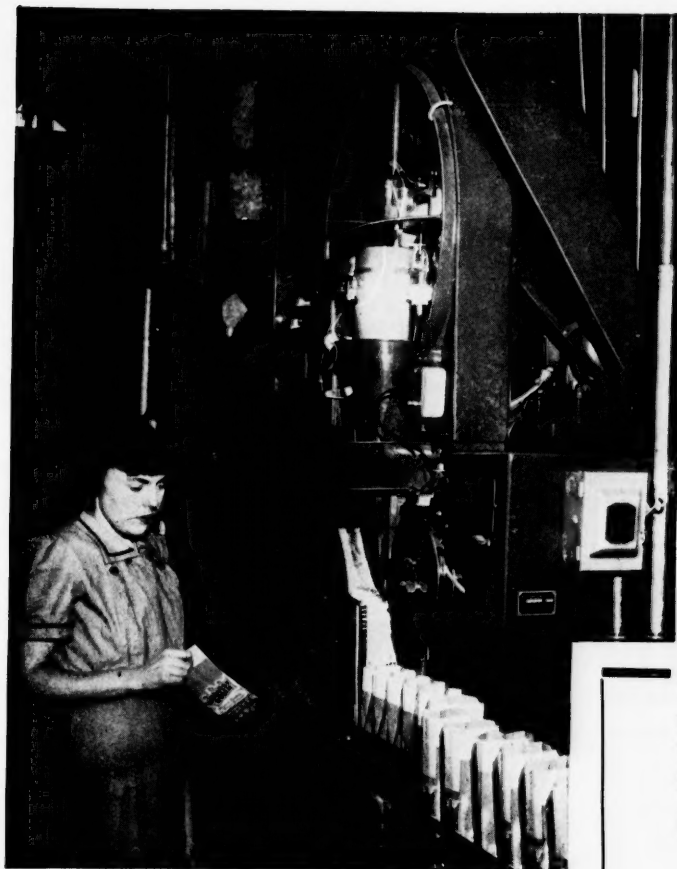
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OF COFFEE GROWERS OF COLOMBIA**

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Total Weekly Savings
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***More than the price of a Bar-Nun Bag Feeder, Opener and Weigher plus installation expense.**

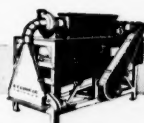


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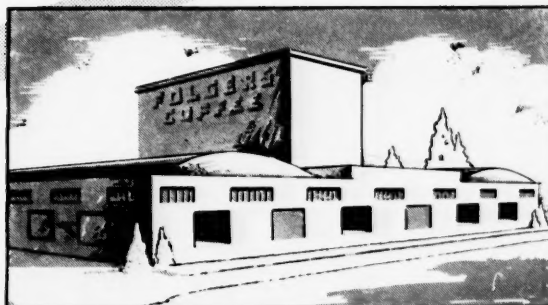
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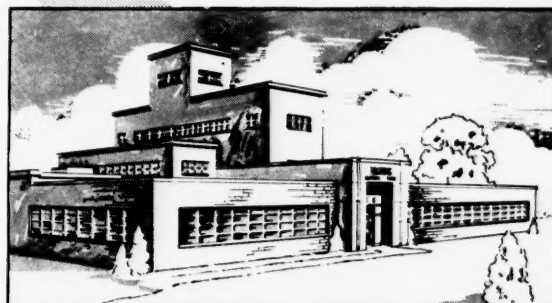


COFFEE & TEA INDUSTRIES and The Flavor Field

Could
Folger
 operate in
Aborn's
 plant?



The newly completed plant of the J. A. Folger and Co. in Portland, Oregon



The new, modern Arnold & Aborn plant recently completed in Linden, N. J.

The answer is NO! Although both plants look very similar from the outside, and although both represent the most modern in coffee plant design—each has been specially engineered by JABEZ BURNS & SONS to serve specific and special requirements. Plant layout and engineering at the Aborn plant is custom tailored for producing several blends packaged in many types and sizes. At Folger's, layout and engineering concentrated on providing highest efficiency for a one-blend, one-package operation.

BUT—JABEZ BURNS engineers could convert either plant to the other's type of operation if the occasion arose. Today's answer to the need for low cost, efficient operation—whether in a new building or old—lies in sound, experienced layout and engineering plus equipment which lends itself to a fully engineered operation. Providing such engineering and such equipment is our business.

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 PRODUCTS ETC...CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

MEMBER OF

NCA

Engineers

SINCE 1864

We Believe

We believe that more coffee will be sold in 1954 IF dealers and consumers are constantly reminded that coffee, made 40 cups to the pound, continues to be one of the least expensive and most satisfying beverages.

In line with the above, a good slogan for the New Year might be:

"Coffee Costs so little

. . . . and gives so much"

Ruffner, McDowell & Burch, Inc.

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MORE THAN EVER
IS THE TIME TO
SAVE
WITH
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AFRICAN
COFFEE

AND THEY WILL
ENHANCE YOUR BLENDS

JUNTA DE EXPORTAÇÃO DE CAFE

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BRANCHES: **CABO VERDE • S. TOMÉ • ANGOLA**

Daily Double

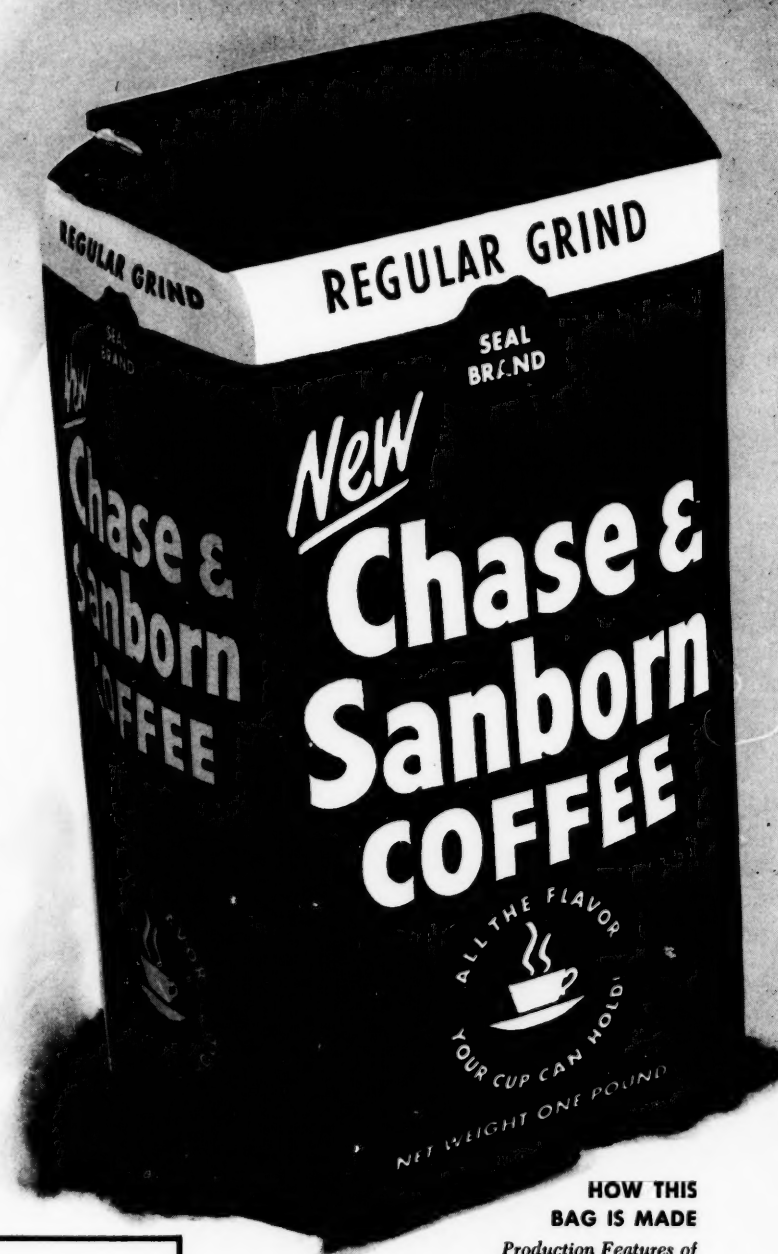


FREQUENTLY a betting term, but exactly the reverse for Standard Brands' "Chase & Sanborn New Seal Brand" coffee.

This brand is on sale in some areas packaged both in paper and in metal. The roaster's objective, naturally, is to retain complete brand identity, regardless of the container the customer chooses. Color match must be exact... nothing left to chance.

Among the reasons Standard Brands has selected Union to supply a major part of its "Chase & Sanborn New Seal Brand" bag requirements is Union's exceptional printing facilities.

These days, when the cost-spread between paper and metal packaging has increased meaning for the coffee industry, it is particularly worthwhile to investigate what Union may be able to do for you. Ask a Union representative to call today.



HOW THIS BAG IS MADE

Production Features of
"Chase & Sanborn
New Seal Brand" Package

TYPE OF BAG:
Automatic

SIZE: 1 lb

INKS: Red & Blue



OUTER PAPER:
50# White S. C.
Pique Embossed

INNER LINER:
30# Amber Glassine

Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.



UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION
Woolworth Building New York 7, New York



UNION'S MODERNIZED PLANT AT HUDSON FALLS, N. Y.
BILLION-BAG SPECIALTY PACKAGING HEADQUARTERS



One fact worth a billion dollars a year

When you've been raising half the world's coffee as long as Brazil has, you tend to be taken for granted. People forget that your crops must be remarkably good to be accepted so widely.

Here in the United States, blenders can choose from coffee grown anywhere on earth—and consumer purchasing can make or break any brand on the grocer's shelves. Just about every blend, every brand, is all-Brazil or Brazil-based. Americans drink more Brazil coffees than all other kinds put together.

Obviously the Brazils are preferred.

No coffee-producing area lays claim to greater variety than Brazil. The blessings of climate, soil and skilled men have endowed the Land of the Amazon with natural advantages that cannot be overlooked.

Inevitably Brazilian coffees include a number whose standing is the ultimate. This is hardly open to question. The decision has been made year after year by the general public. Experts, too, universally respect the supreme quality, the full body and unequalled aroma of the Franca, Campinas and Ribeirao Preto crops.

This year again, Brazilian coffees will come north; American manufactured and processed goods will flow south. The two-way exchange is a trade fact that in recent years amounts to over a billion dollars annually, and sometimes much more.

Every coffee man deserves credit for this triumph of commerce and good neighborliness. We of Brazil are proud of our part in it.

The Brazilian Coffee Institute

*You are cordially invited
to visit the
recently opened offices of
The Brazilian Coffee Institute
120 Wall Street
New York 5, New York*



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Our tailor-made service gives you a "break"



Our entire operation is aimed at making life less hectic for our customers. Over the years we have assembled a long list of helpful tailor-made services. Any or all of these services including research and engineering are available—when and where you want them.

It goes without saying that the

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PACIFIC DIVISION Russ Building, San Francisco 4

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—AUTOMATIC ROASTER CONTROLS

A bulletin on automatic controls for roasters has been issued by Jabez Burns & Sons, Inc. The bulletin explains how Burns has developed automatic controls for virtually every major phase of coffee processing, covering all roaster models and adapted to every roasting method. Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 36, N. Y.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—SUPERFINE PULVERIZER

The principle of pulverizing by air attrition and impact, with simultaneous classification and recycle in a single machine, is described in a new four-page illustrated catalog issued by the Schutz-O'Neill Co., 311 Portland Avenue, Minneapolis 15, Minn.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

13—COFFEE, TEA, TEA BALLS PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

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Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

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I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐

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JANUARY, 1954

Formerly THE SPICE MILL



77th Year

JANUARY 1954

Vol. 77, No. 1

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77th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



get out of coffee

James M. O'Connor (in white jacket) newly elected president of NCA, being congratulated by Horacio Cintra Leite, head of the Pan-American Coffee Bureau. Watching are Joao Pacheco Chaves, president of the Brazilian Coffee Institute, and Edward Aborn, who at this convention wound up several terms as head of the National Coffee Association.

Withdrawal of the government from the coffee business, urged by the recent convention of the National Coffee Association, is being backed by lawmakers.

Rep. Cecil M. Harden (Republican, of Indiana), chairman of a government operations subcommittee of the House of Representatives, said private industry should supply coffee to the armed services.

If the government got out of the coffee-roasting business, it would save "millions of dollars annually", Mrs. Harden declared.

At the Boca Raton, Florida, conclave, a resolution passed on the final day recommended that the government close its present coffee roasting plants and utilize the services of commercial roasters exclusively.

All green coffee to be roasted for delivery to the Armed Forces should be purchased by the roasting contractor, it was suggested. Grading, classification and certification should be done by NCA's U. S. Army Coffee Advisory Committee, following the methods it has used successfully for the past 13 years, the convention urged.

"Fees for such inspection are to be for the account of the contractor, not for the account of the government," the resolution suggested.

The convention also recommended that inspection of processing of Armed Forces coffee be done by government inspectors on the premises of the contractor.

"Such inspection will be for the purpose of determining that green coffees used are those certified by the National Coffee Association and in the specified proportions; also including roasting, grinding, packaging and degree of vacuum to be maintained, to insure that these operations comply with government specifications," the resolution declared.

The convention asked NCA's president to appoint a committee to cooperate with government representatives in working out the details of the plan.

NCA also urged discontinuance of the sale of government issue coffee in commissary stores and other outlets where it sells coffee at retail.

NCA's Armed Forces Coffee Purchasing Committee reported that there is a willingness on the part of enough roasters to supply coffee far in excess of the requirements

of the Armed Forces either in peacetime or under conditions of emergency.

Rep. Harden said Secretary of Defense Charles E. Wilson has issued a directive ordering the defense establishment to withdraw from competitive business operations wherever possible.

Mrs. Harden cited the NCA statement in calling on the government to close its coffee roasting plants.

If NCA's recommendations are put into effect, it would mean the closing of Navy roasting plants at Edgewater, N. J., and Oakland, Calif., and Army plants at Atlanta, Ga., and Seattle, Wash., the Associated Press reported.

The subcommittee began asking questions about the military's big coffee roasting operations two years ago. It has contended that service operations are more economical than purchases from commercial sources.

James M. O'Connor, a member of NCA's U. S. Army Coffee Advisory Committee, was elected president of the association for the coming year. A vice president and director of the Jewel Tea Co., he heads up the firm's import division in New York City.

Albert Hanemann, of Hanemann & Cummings, Inc., New Orleans, was named vice president of the association. Albert Ehlers, Jr., of Albert Ehlers, Inc., Brooklyn, N. Y., continues as treasurer.

Edward Aborn, retiring NCA president, was elected to the board of directors, to fill the unexpired term, through 1955, of Mr. O'Connor.

New members of the board, who will serve for three years, include Richard Cardwell, C. W. Antrim & Sons, Inc., Richmond, Va.; Andrew Moseley, Breakfast Club Coffee Co., Los Angeles, Calif.; David Platter, Red Owl Stores, Inc., Minneapolis; J. K. Evans, General Foods Corp., New York City; Cecil Hudnall, Standard Brands, Inc., New York City.

Reelected to the board for another three year term were Earl B. Ackerman, Otis McAllister, New York City; Wesley C. Becker, Chicago; William M. Cain, Cain's Coffee Co., Oklahoma City; George Westfeldt, Jr., Westfeldt Brothers, New Orleans.

In his keynote report, Mr. Aborn told the convention that the coffee industry of the world is at the crossroads of decision.

NCA urges government; law makers back stand

"We are being challenged from two sides," he declared. "On the one hand by high prices which threaten consumption and have already resulted in the industry's surrendering its already slim margins of profit; and on the other hand by the danger that production will not keep pace with consumption."

Mr. Aborn hammered home the point that coffee production must become a major concern of NCA.

"The cornerstone of our business is an imported commodity, grown thousands of miles away," he stressed. "Without guaranteed and adequate supplies of that green bean, our offices would be closed and our plants shuttered and silenced."

From his visit the year before to Brazil and later to Colombia, Mr. Aborn said he had received two principal impressions:

"Number one, there is among them a crying need for more information about the problems of the U. S. coffee trade. And two, they harbor grave fears that instant coffee will have a disastrous effect on overall coffee consumption."

Mr. Aborn said he tried to convince the people in the producing countries that their fears about solubles are groundless.

"I emphasized that soluble coffee is augmenting, rather than diminishing, total coffee consumption, and stressed the fact that the major problem in the years ahead is to make certain that the coffee growing countries can supply enough coffee to meet the increasing world demand," he declared.

Since the convention, Mr. Aborn has sold Arnold & Aborn, Inc., which he headed, to Jos. Martinson & Co., Inc., and has become president of Tenco, Inc., Linden, N. J., a

soluble coffee manufacturing company made up of ten co-operating firms.

A freer exchange of information between the producers and the domestic trade was urged by Mr. Aborn. "More U. S. coffee men should visit the growing countries and observe their operations," he said. "And more producers should come here to learn something about the problems and costs of processing and distribution."

Today NCA has the largest total membership in its history, and represents a greater percentage of the industry than ever before, Mr. Aborn said.

John F. McKiernan, executive vice president of the association, told the convention that the industry has been too busy selling coffee.

"Less emphasis on *selling* and more on *telling* the coffee story is in order," he declared.

He warned that the beverage industries are giving coffee a tough fight for a larger piece of the consumer's money. Nevertheless, coffee is spending far less, proportionately, to advertise its product than other industries, he indicated. This was true, he said, on a brand basis as well as on an industry level.

As examples of brand advertising, he said tea spends a sum equal to 8.2 per cent of sales, cola drinks 10 per cent, beer 8.25 per cent. Coffee, on the other hand, spends 1.8 per cent of its volume for brand advertising, he pointed out.

Mr. McKiernan said that on the institutional level the pattern showed a similar lag for coffee. He cited tea, estimated to be a \$140,000,000 industry, which is spending about as much as coffee for industry-level advertising, even though coffee is 18 times the size of the tea industry.

(Continued on page 23)



Austin O'Brien (left), winner of the Pan-American Coffee Bureau's golf trophy at NCA's 43rd annual convention, gets the cup from Roberto Aguilar, representative of El Salvador to PACB.



John F. McKiernan (center), executive vice president, welcomes to Boca Raton George Robbins (left), of the General Foods Corp., and R. A. "Duke" Medina, of the J. A. Medina Co.

★ A Coffee Convention "Highlight" Report

new—and sharper—tools to meet

"New Tools to Meet the Challenge Facing Coffee" was the title of one phase of the 43rd annual NCA convention.

Pan-American Coffee Bureau President Horacio Cintra-Leite underlined the broad aims of the Bureau. PACB Manager Charles G. Lindsay told about measures—internal

and external—to make the Bureau more effective. Department heads reported on specialized activities to boost coffee consumption.

"New—AND SHARPER—tools" is the way Mr. Lindsay put the session's title. Here are highlights . . .

world organization of coffee growing states on agenda of 5th Conference

By HORACIO CINTRA-LEITE, President
Pan-American Coffee Bureau



Our intentions to promote the best interests of the coffee industry are stronger now than at any other point in the history of the Bureau.

Our charter pledges the Pan-American Coffee Bureau to take all practical steps to increase coffee consumption and to maintain goodwill between American consumers and the coffee growers of the 11 Latin American countries who are members of the Bureau.

It is our intention to expand the effectiveness of the Bureau, both to the coffee trade in the United States, and to the countries which the Bureau represents.

In addition to being "ambassadors for coffee" to this country, we are also charged with the responsibility for informing our countries on conditions or trends and developments affecting coffee in the United States. We have every reason to believe that an accurate, factual, two-way flow of communication about coffee can be increasingly useful both to the growing countries and to the coffee trade in the United States.

You all know of the World Congress on Coffee being held at Curitiba, in Brazil. The Executive Committee of

the Bureau has convened the Fifth Pan-American Coffee Conference to be held in Curitiba at the same time. You will remember that the Pan-American Coffee Bureau originated from the first Pan-American Coffee Conference.

This Fifth Conference will be attended by representatives of the 14 coffee producing countries of Latin-America. It will present recommendations of worldwide importance to the World Congress for approval and for action.

The agenda will include such problems as the relationship between production and consumption in the event that the present balance between supply and demand changes materially.

The Fifth Conference will consider a program for a worldwide campaign to promote coffee consumption.

Standardization of coffee statistics as a major aid to all parts of the coffee trade is high on the agenda.

The Fifth Conference will come to grips with the organization of coffee-producing countries not located in the Western Hemisphere into an entity of nations which would help to support campaigns of mutual interest.

coffee use rate in U. S. now down to average of 60 cups per pound!

By CHARLES G. LINDSAY, Manager
Pan-American Coffee Bureau



A 25 per cent increase in between-meal coffee drinking at home . . . a 50 per cent increase in between-meal coffee drinking at work . . . the acceptance of the coffee break not only as a part of our daily language, but also as a growing national habit—these are accomplishments that must

be gratifying to everyone directly or indirectly connected with the coffee industry.

But while we have been gaining ground on one front by increasing the frequency with which people drink coffee, I am alarmed over the ground we have lost on another front.

the challenge facing coffee

The Bureau has received the results of a study in which 4,270 people throughout the United States, representing a scientifically balanced cross-section of the population, gave precise reports on the amounts of coffee they used to prepare a cup of beverage. I won't attempt to detail here the methods used in making this study. I'll say only that they were completely objective, entirely free from bias, and wholly acceptable as far as accuracy is concerned.

The results indicate a rate of use ranging from a minimum of 55.28 cups per pound to a maximum of 97.19 cups per pound—with an average of 60.07.

Think of it a moment, please. A national average of over 60 cups per pound of coffee!

Here is a challenge facing the coffee industry, the seriousness of which cannot be over-emphasized. Its implications must be obvious to each and every one of us—an alarming decline in the taste and desire for *good* coffee, not only among the adult groups who are our heaviest coffee users, but more importantly, among younger people, who represent our future market.

Need I say that this situation makes us far more vulnerable to competition from other beverages, not only immediately but in the years that lie ahead? Need I say that as an industry we are slipping, and slipping dangerously!

The Pan-American Coffee Bureau here in the United States will continue to refurbish and sharpen its present tools and to develop new tools with which to meet the challenge.

But I should like to pose this question: Will segments of the coffee trade in the United States—important segments, too—continue to preach and advocate self-destruction of the industry by which they live? Will they continue to promote use of *less* coffee—of 60, 70, or more cups per pound—in their own advertising?

It is the earnest hope of the Pan-American Coffee Bureau—in which I know we are joined by the far-sighted majority of the United States coffee trade—that the termination of this type of short-sighted, selfish promotion will be one of the immediate steps taken to meet the challenge facing coffee.

coffee is losing shelf space in country's grocery stores; will have to fight harder for it in 1954

By JOHN A. BURNS, Director of Advertising and Promotion
Pan-American Coffee Bureau

Research is the keystone of the Pan-American Coffee Bureau's advertising and promotional program. Research showed that the periods between breakfast and lunch, and between lunch and dinner, represented the greatest opportunity for additional consumption of coffee. Consequently, we initiated an intensive campaign to promote the coffee break.

In terms of advertising, this campaign now consists of a monthly series of full-color pages in such leading weekly magazines as *Life*, *The Saturday Evening Post*, *Look* and *Collier's*, plus an extensive coverage of the total U. S. market via spot radio announcements. The Bureau's recorded minute spots, which include the coffee break jingle, are broadcast over some 135 stations which blanket the nation, covering about 92 per cent of the radio homes. The coffee break consumer magazine schedule, in one month, is carried in some 16,000,000 copies of the four leading general magazines, with a total readership of several times that figure.

This "coffee break" theme will continue to receive major attention in our 1954 advertising and promotional program; we hope you will all take advantage of this newly created market by tying in closely with our efforts.

Coming back to research, we know that despite the steady expansion of the coffee break market there are still only

Trends in coffee's shelf space

(Shelf space)	More	Less	No change
Beer	35%	5%	60%
Soft Drinks	33	5	62
Tea	21	4	75
Coffee	16	17	67
(Less space for coffee)			
Chains		Ind.	Total
	10%	22%	17%

about 50 per cent of American workers that have coffee breaks available to them at their place of work. If just another 25 per cent of these workers had a coffee break available, it could represent an additional *new* consumption of 5,550,000 cups of coffee—every day! Equated to pounds, this could mean 34,535,000 additional pounds of roasted coffee sold in a 12-month period!

With the cooperation of the National Restaurant Association, we are currently testing a coffee break promotion kit for use in developing this market. We feel that those of you who cover the restaurant and institutional field, or

(Continued on page 25)



The
Curtain
Opens
on



Parana's First International Coffee Exhibition

1954 CALENDAR 1954			
JANUARY SMTWTFS .. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY SMTWTFS .. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	MARCH SMTWTFS .. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL SMTWTFS .. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
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Now through
April, 1954

Every coffee man owes it to himself to visit Parana's First International Coffee Exhibition at Curitiba, Brazil. Eleven buildings have been specially constructed for this outstanding event, each of which contains displays depicting a phase of the coffee industry. You will find a comprehensive program of

ceremonies and lectures with "special days" for various coffee producing and consuming countries and the different units in the industry such as roasters, equipment manufacturers, etc. Each day spent at the Exhibition will be highly instructive and inspirational to all in coffee and the allied trades.

This is one of the outstanding coffee events of the year. Make your plans now. SEE THE EXHIBITION IN PARANA, BRAZIL.

the coffee brewing challenge

By EUGENE G. LAUGHERY, General Manager
The Coffee Brewing Institute, Inc.

I like to think of The Coffee Brewing Institute as your partner in progress. As partners we stand with you in documenting, distributing and teaching good coffee brewing practice.

The single objective of The Coffee Brewing Institute is "to encourage through research and education the improvement of coffee as a beverage."

As your partners, our first project was to adopt the Standard Coffee Measures as our own; to identify it — "Standard Coffee Measure—Coffee Brewing Institute": to make the proper brewing directions a part of the measure itself as a constant reminder, one measure of coffee to six fluid ounces.

These measures are purchased in quantity by the Institute in order to get a favorable price and are sold at actual production cost to coffee companies. Incidental costs of manufacturing, billing and distribution are borne by the Institute.

The measures distributed through the Institute are not the only ones which will be recognized as official. Any concern will be granted permission to use the name of the Coffee Brewing Institute, Inc., subject to approval by the Institute based on its standards.

In order to meet the challenge facing coffee brewing, we are convinced that more of these measures and proper directions for brewing must be used in every home. New, attractive brochures giving home brewing directions are in the making to show how easy it can be to make good coffee every time; only a few simple rules to follow. The brochures will be procurable at cost through the Coffee Brewing Institute.

For the restaurant and institutional trade, a 16 mm. color film is currently being considered. It will present the ad-

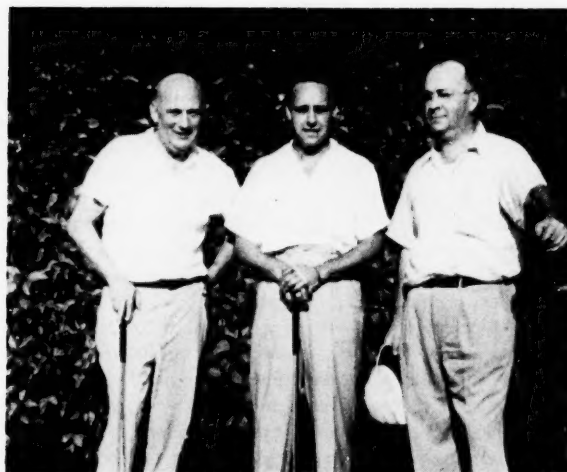
vantages of serving good coffee and demonstrate proper brewing procedures. It will be produced with the technical cooperation of the Hotel and Restaurant Committee and the Coffee Brewing Committee of the National Coffee Association; and the technical committee of the National Restaurant Association. Distribution will be through our office, the film library of the National Restaurant Association, and through a commercial agency. It will be yours for the asking to train your personnel and to show to your customers. This film will serve to augment your technical service. It will support your own brewing directions.

Naturally, collateral literature, brewing directions and other supporting materials will be placed in your hands along with the film.

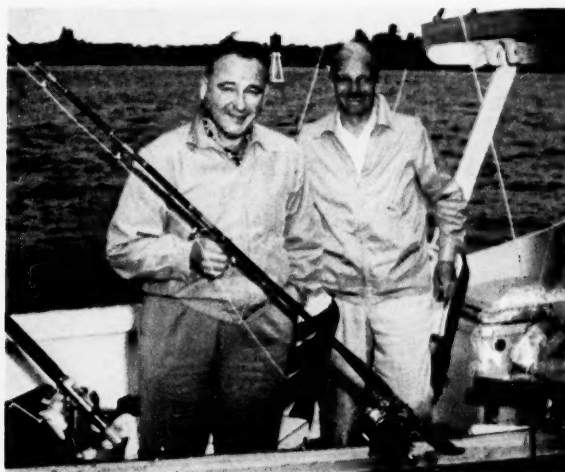
Another audio-visual aid we plan to prepare is a ten-minute color slide film with sound, demonstrating proper coffee brewing in urns and vacuum coffee makers. The strip-film and disk will be sold to the trade at cost. Here is something you will be able to show from one to 50 people at a moment's notice anywhere, a real tool for daily use by your sales personnel. Collateral literature will again be provided.

The editor of a well known magazine in the restaurant and institutional field asked us to review a long article on coffee being prepared for release in a few months. Much time and painstaking effort went into this review. A few days ago we received a sincere letter of appreciation for our labors. But here is one of the paragraphs which I think we all need to consider seriously:

"The only point on which I am afraid we cannot follow your instructions completely is in regard to the two gallons
(Continued on page 65)

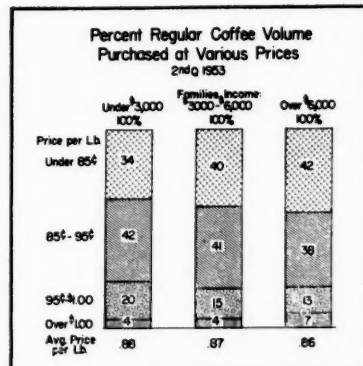
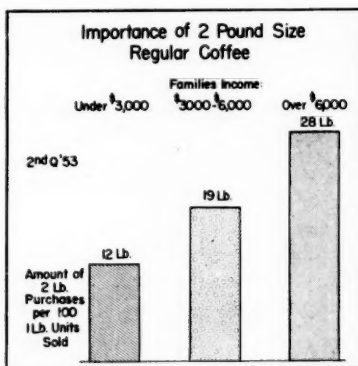
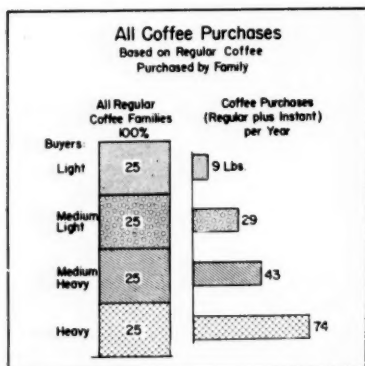


Moving onto the golf course as Boca Raton rains end are (from left) Arthur L. Ransohoff, J. D. Anderson and Richard H. Cardwell.



Gordon W. Voelbel used a tighter grip on the rod than this to land six-foot ten-inch sailfish. George Gordon Paton was hopeful.

★ A Coffee Convention "Highlight" Report



the challenge to coffee in the home

By SAMUEL G. BARTON, President
Market Research Corp. of America

The U. S. consumer market presents three challenges to coffee men:

The first: To get the rate of coffee consumption per capita up to where it could be now;

The second: To keep abreast of the rapid future growth of the U. S. population;

The third: To match and fit changing characteristics of the consumer.

We shall examine these challenges one at a time and look at some of the methods of meeting them.

To get present per capita consumption up to where it should be, my first suggestion is this:

Know all there is to know about the present consumer market. Study it in complete detail. We have come to know that complete detail means to understand the *day-to-day* buying habits of people.

The only way you can measure and describe brand switching is to take a reasonable period of time, and to measure and describe it in degree. The correct questions to ask are these: "What portion of their coffee requirements *do our customers* give to our brand?" "Is our brand gaining ground or losing ground?" "Which competing brands are losing ground and which are gaining ground *among our customers*?"

Efficient, competitive fighting between regular and instant, between company and private label, and between national brands actually will help the industry get present per capita rates up where they should be. Knowing consumer buying patterns can greatly increase your fighting efficiency, and this will be to the benefit of the consumer and the entire industry as well.

Now my second suggestion is to *know* about and *do* something about the out-of-stock situations. How can you sell the most coffee if often the housewife's favorite brands are not there?

Chronic out-of-stock is also a factor in switching.

Listen to the testimony of a national sales manager speaking at a New York panel discussion:

"About two years ago we felt that our out-of-stock conditions were extremely critical. We took a new approach, and we assigned all of our men to contact stores Friday afternoon from three to six. It was a voluntary plan as far as the sales organization was concerned. Monday morning they recontacted the stores and determined what conditions existed in the store after the heavy traffic over the weekend. The results are not so good for branded products.

"For the last two years we have been following ten brands in Chicago. We check about 250 stores. We are finding that in major groups the out-of-stock condition on Monday is exceeding in some cases, 26 to 30 per cent. However, and unfortunately, the control labels do not show the same pattern. We are finding in the control labels possibly a one or two per cent 'out' condition on Friday and on Monday the condition is still the same, one and two per cent."

You men who distribute a branded product through retail stores will agree: it's murder for your brand to run out of stock in a self-service market on Friday afternoon or Saturday, because we find consumers buy 75 per cent of their coffee requirements on Thursday, Friday, or Saturday.

But, did you ever think what it means to the coffee industry to run out of stock in a consumer home? Some women will borrow, but lighter buyers will go without until they make their next trip to the store.

Now we have found, for a great many commodities in the grocery field, that there is an interaction between size of purchase and rate of consumption. In general, the heavier users buy in larger quantities at a crack, but at the same time, if you have plenty on hand you are apt to use more. This is because you are less apt to run out of stock, you do not postpone a serving for fear of being "completely out" when company arrives, and the continued presence of the

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION

A background illustration of coffee beans, with a central white rectangular area containing the text 'HAITI COFFEE' and a small bird logo.

**HAITI
COFFEE**



is preferred--because of its

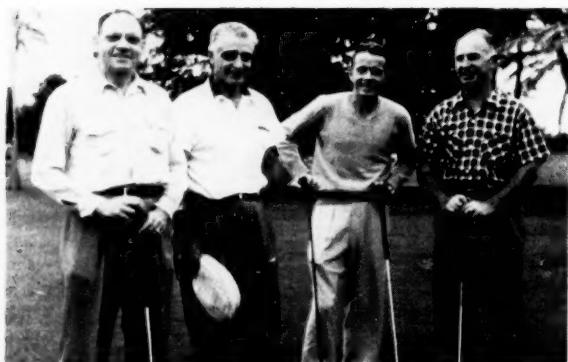
- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

★ A Coffee Convention "Highlight" Report



Ready to tee off at Boca Raton are (from left) R. H. Sues, L. Neugass & Co., Inc.; Eugene T. Heathcote, S. F. Pellas Co.; Thomas W. Kelly, Breed Abbott & Morgan; Hamilton W. Nolan, S. F. Pellas, Inc. To golfers' joy, sun broke early spell of rain.



The green team, which roasted the roasters in softball contest. Standing, from left: J. A. McCarthy, C. E. Bickford & Co.; V. J. Diaz, Machado & Co.; T. Schoenhut, Carl Borchsenius Co., Inc.; Richard Buckingham, De Hope Goldschmidt Corp.; H. Acer, H. L. C. Bendiks, Inc.; Richard F. Balzac, Balzac Bros. & Co., Inc., Kneeling: Ralph Lombardi, Machado & Co.; H. Canel, Carlos Canel & Co.; Carlos Trueba; George Gernon, Ruffner, McDowell & Burch, Inc.



R. A. Sutherland, (left) of Leon Israel & Bros., Inc., ready to go the rounds with three Kroger men—J. A. McMillan, J. M. O'Brien, Maurice Lindquist. As usual, golf topped other sports at NCA convention, although fishing drew heavy participation.

package on the shelf is a continuous reminder of the good taste of the product for the particular meal you have to prepare.

There are two ways of encouraging large size consumer purchase transactions. One is to be sure to offer the sizes of package which the consumer is willing to buy. The other is your "two-for" and "three-for" merchandising technique.

What is the average size of consumer purchase transactions for total regular coffee? The U. S. average is now 1.1 units, or 1.3 pounds.

From our experience in other commodities, I have a feeling that there is still room for additional experimenting here.

Families which buy both regular and soluble coffee now consume at a rate higher than those buying regular only. This I think is a further indication of the benefits of not letting the consumer run out of stock and of making it just as easy for her to serve coffee as not.

The fact that 98% of all families buy coffee, while a tribute to the popularity of a beverage which is universally accepted in present-day America, does not mean that coffee is important in the lives of *all* Americans. It does not mean that each person over 14 years of age consumes the equivalent of 24 pounds of green coffee per year. These are nothing more than averages.

Actually, there are very wide differences in the amount of coffee purchases. These differences reflect the socio-economic background and other factors in the characteristics of the family. From a better knowledge of these differences we can better understand the first challenge to coffee.

To illustrate the variations in coffee purchases for home consumption, we divided all regular-ground coffee buyers into four equal groups, depending on the amount of regular coffee the family purchased.

Then, we added on their purchases of instant or soluble coffee. The one-quarter of lightest buyers of regular coffee purchased on the average less than one-eighth as much as the top one-quarter.

While the smart coffee company is going out after the present heavy buyers, averaging over six pounds a month, the coffee industry as a whole must have a concern over the poorest 50 per cent of their customers who now are light buyers and average only one cup of coffee per adult per day at home.

This fact alone is a challenge to the coffee industry. Think of it. If you could, in this half of the homes now buying coffee, persuade each adult to drink a minimum of two cups of coffee at home each day, you would increase total home consumption for all families by close to 20 per cent.

Here is your second consumer challenge: To hold at least your present *per capita consumption* and to keep abreast of the growth in U. S. population. By 1970, we may have as many as 200,000,000 persons in the U. S.—a 25 per cent increase.

Here are three suggestions for meeting the population growth challenge.

First: Develop the young housewife.

Most of our present and future coffee consumers will come from the rapid formation of new households. From the families in our Consumer Panel, we have a vast amount of vital statistics on what kind of families they are. One

(Continued on page 33)

it's time for positive coffee advertising

By W. D. ROUSSEL

These highlights are from a report by Mr. Roussel as vice president of the National Coffee Association. The New Orleans green coffee man, president of W. D. Roussel & Co., said this was his "swan song" in NCA service, after more than two decades in industry harness in many vital posts. He helped work out the present NCA plan for rotation in coffee, to give younger men a chance to step forward.

I believe it is a gross understatement to say that almost everyone in the coffee business today is less than happy. At a time when coffee prices, generally speaking, are at an all-time high, hardly anyone in the business is making very much money. Certainly not enough in proportion to dollars invested or the risks involved.

What is the picture today? We have everyone working, so to speak, at margins that are not compensatory.

It seems to me that there is a solution to our general problem. It is quite obvious that the coffee industry cannot remain static. We cannot go on trying to live off one another. We must do something to provide all of us with new customers.

In my opinion, the problem facing all of us is to persuade MORE people to drink MORE coffee.

We either have to go forward or backward, and if we hope to thrive as an industry it will be necessary for us to increase the consumption of coffee in this country.

It is generally conceded that during the next 25 years our population will grow tremendously. Various estimates have been given, but it is my understanding that we are growing at the rate of about 1,500,000 per annum, so that in 25 years there should be about 37,000,000 more potential coffee drinkers than we have today. If the present per capita consumption is maintained we will require about 5,500,000 more bags per annum than we require today.

Consequently, one of our very serious problems is whether or not the coffee producing countries will be able to produce the amount of good coffee in years to come that this country will need.

The other problem is whether or not we will be able to maintain the same per capita consumption in the future that we have had in recent years, and whether it is possible to increase it.

For many years the coffee industry of this country has been riding along on the coattails of the Pan-American Coffee Bureau. Today, we are at least a \$2,500,000,000 industry. But for many years we have been relying on the expenditure of less than \$1,500,000 to tell the coffee story to the great American public. Compared to the advertising appropriations of other comparable industries, this is a drop in the bucket.

If you will carefully examine all of the coffee advertising of this country put out by individual roasters, you will rarely

see very much of a constructive nature. Most of this advertising is devoted to telling the public that "my coffee is better than yours." Much of it is devoted to telling the public that they should use 25 per cent less. You will find many ridiculous claims as to the number of cups per pound which can be obtained from this or that brand of coffee. You will find a great deal of space devoted to free deals, to five, ten and 15-cent coupons, to the fact that for five coupons and 98 cents you can get a lemonade set that retails for \$1.25 at the five and ten.

However, you will rarely see anything of a constructive nature that will explain to the growing generation or to the American public at large that coffee is a fine beverage, a relatively cheap beverage and something that is really worthwhile.

Certainly the coffee industry should be doing something to expand its present field, to create new customers, to develop new situations where the consumption of coffee will be increased, to seek new channels of trade, to capitalize further on the idea of the coffee break.

There does not seem to be any doubt that much can be done to promote the sale of coffee in this country. The consumption of coffee took a considerable spurt when millions of men in the armed forces during the last World War were taught to drink good coffee and lots of it. They found that coffee gave them a lift and a pick-up without the let-down of other stimulants.

The recent military action in Korea must have had a similar effect in a smaller way. But the question is, where do we go from here? Is the coffee industry going to continue its present policy of dog-eat-dog? Will it continue its policy of free deals, free coupons, advertising allowances and other forms of rebates? Or is it going to develop a

(Continued on page 71)

"Challenge Facing Coffee" movie available to trade

"The Challenge Facing Coffee", the sound and color movie produced by the National Coffee Association and presented at the Boca Raton, Fla., convention, is available to the trade.

Showings are being arranged by regional associations and by individual firms for their sales meetings.

With the current trend in coffee prices, the movie has taken on even greater impact. Dramatizing the big challenges facing coffee, it picks up the actual voices of commentators speaking about coffee.

Reactions of housewives in supermarkets are also portrayed.

On 16 mm. sound and color film, the movie runs for about eight and a half minutes.

coffee in inter-American relations

By JOHN M. CABOT, Assistant Secretary of State
for Inter-American Affairs

Who isn't cheered by the aroma of a hot cup of coffee? How would our wheels of industry—and government—turn without it? Is it a pure coincidence that so many of the most advanced nations of the world have such a strong liking for it?

But coffee is a source of discord as well as pleasure. Between the producer who remembers dreary years of ruinous prices while surplus coffee was burned, and the consumer who finds the packaged coffee he is accustomed to using marked up again and again in recent years, there has unfortunately arisen considerable misunderstanding. That is regrettable, because the interests of each require that there shall be an adequate supply at a fair price. It is doubly unfortunate because it tends to affect our hemispheric relations.

You are fully aware of the importance of coffee in our hemispheric trade relations. We import \$1,300,000,000 of it annually from our sister republics. It represents better than three-eighths of Latin America's total export trade. For some countries the percentage is much higher—80 per cent or more in Colombia, El Salvador and Guatemala, and over 70 per cent in Brazil. In these countries coffee is the principal employer. Without the exchange earned from sales of coffee, the producing countries would not be able to buy abroad the many things which they now import from the United States and from Europe.

Why then, should misunderstandings have arisen in regard to the trade in such an important commodity?

The fundamental coffee problem is always the adjustment of supply to demand. Demand is subject to fluctuations of a cyclical character which are not entirely predictable and such fluctuations are even greater on the supply than on the demand side. Also, the production cycle of coffee is a long one. It is, therefore, difficult to increase supplies rapidly

in a period of rising demand. The reverse is also true.

Here in the United States the average citizen knows little or nothing about the coffee supply situation, coffee stocks in particular. Many are under the impression that there is still a surplus of coffee in Brazil and that the Brazilian Government is deliberately holding stocks off the market as a means of raising the price.

Actually, as you know, world consumption of coffee has exceeded world production for the past several years. The excess of consumption over production has been supplied from stocks carried over from previous years, and these are now virtually exhausted.

There is also a misconception regarding the degree of control which producing countries can exercise over production and price. The fact that we tend to speak of "Latin America" as a unit contributes to this fallacy, I believe. We forget that there are 14 separate countries in the hemisphere exporting coffee, and thousands of individual producers in each, whose interests do not necessarily coincide.

We assume that conflicting crop reports are an attempt on someone's part to influence prices. We have little conception of the difficulties involved in getting adequate statistical data in countries where communications are not always well developed, and producing areas are widely separated.

However, we in the United States have no monopoly on misconceptions, as those of you who have traveled south realize. There is a general belief in Latin America that we are not dealing fairly with them in the prices we pay for their commodities—that we buy their coffee, their metals and their raw materials at a relatively low price and that the prices we charge for manufactured goods are proportionately too high. Actually, the prices which the Latin American countries now receive for their exports in relation to the

(Continued on page 28)



Did coffee folk have fun at NCA convention? These faces are the answer. From left: the J. D. Andersons, Southland Coffee Co.; the

R. E. Athas, J. A. Folger & Co.; the Herbert McLaughlins, W. F. McLaughlin & Co.; the Overton Dickinsons, Fleetwood Coffee Co.

no "cost" basis for poor brew, panel says

Panel discussions at the 43rd convention of the National Coffee Association, set up in four sections, showed clearly where this kind of discussion could be helpful at future conclaves.

At the panel for roasters catering to the grocery trade, with J. K. (Jack) Evans chairing, packers traded ideas on common problems in an easy, informal give-and-take of opinion.

They discussed ways to present coffee more effectively, and in a more favorable light, to consumers. They talked about ways to meet the challenge of winning for coffee a rightful and constructive share of public attention. They traded notes on effective advertising, merchandising and sales techniques.

Reaction at the panel, and after, was that the session was worthwhile, and that more of the same would be welcome.

At the session for roasters catering to the hotel and restaurant trade, chairman Albert Ehlers, Jr., found the discussion was hard-hitting and specific.

The quality of restaurant coffee has deteriorated, the panel made clear, even though there is no reason for such a trend on a dollars and cents basis. At the prevailing cup price of ten cents for coffee in restaurants the restaurant operator's cost should be about 3.2 cents per cup, the panel indicated. This figure takes into account cream and sugar, and is figured on the basis of two and a half gallons of water to the pound of coffee.

Despite this basis, restaurant operators have the impression that their coffee prices are high. This situation underlines the pressing need for promotion in the restaurant field by the coffee industry.

The Boca Raton panel recommended that the Coffee Brewing Institute prepare tables and statistics to provide a detailed factual basis for such promotion. Case histories would be developed to demonstrate what happens when a restaurant shifts from indifferent brewing to correct methods. The panel was confident that data from such case histories

Its Banff for NCA's 1954 convention

The National Coffee Association is going to Canada for its 1954 convention.

The conclave has been scheduled for mid-September at the Banff Springs Hotel, in southwest Alberta, Canada, near Lake Louise.

would show that "better brewing builds traffic" for restaurants.

Roasters on hand for the discussion liked the panel idea. In fact, the feeling was expressed that the panel should be held again next year, but with more time devoted to it, and better time, free from the competition of other events.

The panel for green coffee men, held as an experiment to determine whether it would fill a real need, was chaired by R. A. (Duke) Medina.

The panel confirmed the thought that since current green coffee problems were being continuously taken up in the local and regional associations, there might not be an adequate area for discussions by such a panel at this time. This could be changed by a new national situation which would make such a panel helpful.

Attendance at the panel reflected this thinking among the green coffee men, and it was indicated that a similar panel would not be recommended for the next convention, unless a clear need for it developed in the meantime.

At the session for allied members, chaired by Earl B. Ackerman with the assistance of J. L. (Robbie) Robinson, some changes in the method of listing allied memberships were suggested.

A closer tie-in with public relations by export organizations was also proposed, on the grounds that exports to the Americas are highly dependent on the dollars made available by coffee imports into the United States.



Also relaxing with that NCA gift for convention fun are (from left) the John R. Peppers, Goyer Coffee Co.; the Albert Ehlers, Albert

Ehlers, Inc.; the Jerome Neumans, Jos. Martinson & Co.; the John H. Wilkins, John H. Wilkins Co., Inc.

Mild Coffees of High Quality are Produced in:

COSTA RICA • CUBA • DOMINICAN REPUBLIC

EL SALVADOR • GUATEMALA • HAITI

HONDURAS • MEXICO • NICARAGUA

*For uniform quality and satisfied customers —
It will pay you to use these coffees in your blends*

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CENTRO - AMERICA - MEXICO - EL CARIBE

Dirección Cablegráfica: FEDECAME

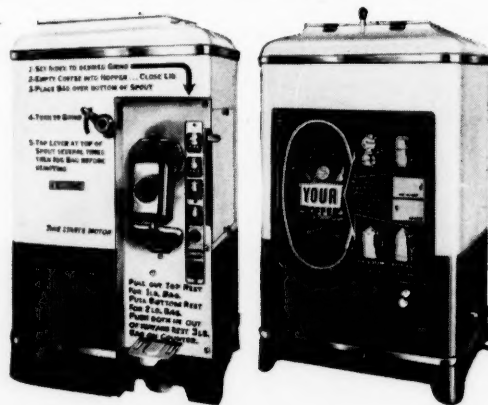
SAN SALVADOR, EL SALVADOR, C. A.



...and COFFEE, too!

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World's Most Enticing
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Install a **GRINDMASTER** And Sell
Aromatic Store Ground Coffee In Inexpensive Paper Bags
See your Coffee Supplier or Write American Duplex Co.,
815-827 W. Market St., Louisville 2, Ky., giving his name.



Anyone can operate the GRINDMASTER
— Everyone likes to grind their own.

Point of Purchase illuminated display
concentrates sales on one brand.

★ A Coffee Convention "Highlight" Report

O'Brien takes Pan-American trophy in Boca Raton golf; other winners

Moving with the readiness of experience into the sports program at the Boca Raton, Fla., convention of the National Coffee Association, coffee delegates got in their licks despite a dash of rain and rough seas offshore.

Austin O'Brien came through the play-off to win the Pan-American Coffee Bureau's trophy. Chalking up low gross in this contest were C. R. Ferguson and William Van Rooy. Herbert McLaughlin and William Cain scored low net.

Other top winners in men's golf included G. Griswold, R. L. Perin, J. Reynolds, Floyd Goodson, E. M. Manning, J. J. Beardsley and A. A. Anisansel.

In tennis, C. W. Cook was awarded first prize, with

second prize going to Maynard Holt.

W. F. Dahlen brought in a six and a half foot 150-pound shark for the top award in fishing, followed by Gordon W. Voelbel, with a 50-pound sailfish measuring six feet ten inches. Ray Ashley brought in a 47-inch dolphin for third prize. Mrs. G. F. Henschel landed a 21-pound dolphin for fourth place.

In softball, the green team, captained by Jack McCarthy, roasted the roasters 11 to 9. A softball prize, for the green team, went to Harry Acer, for the roaster team to Peter Mead.

In ladies golf, first and second prizes went to Mrs. Sam Israel and Mrs. Arthur Ransoboff. Mrs. R. Vilas topped the golfers in the ladies putting match, while Mrs. J. V. Gurge was first among the non-golfers.

Mrs. L. R. Arnaud won first prize in the ladies bridge tournament, Mrs. W. Katzoff in canasta.

get out of coffee, NCA urges government

(Continued from page 11)

"The consumer is not interested in the fact that few if any businesses are more highly competitive and operate on closer margins than the coffee industry," Mr. McKiernan emphasized. He is only interested in a good product at the cheapest price. Therefore, we are short-sighted if we do not make it part of our industrywide policy to see that the consumer knows that when he buys coffee he is getting a good product—and, in terms of the net return to the industry, he is buying at a cheap price."

With the increase in money allocated to sell competitive beverages, and with the reduction in the share of the consumers' dollar that is going for food stuffs, the coffee industry should examine its production, distribution and merchandising methods, he added.

He reported that NCA is presently undertaking a cost-of-operations survey that should help establish general yardsticks to measure production efficiency. An obsolete plant may turn out an excellent product, but at an above-average cost, he explained, adding that old equipment can be a millstone around the neck of the sales staff.

Distribution, too, can be a costly operation, Mr. McKiernan declared. "Think of the expense when six or eight roasters all deliver their coffee independently to a jobber or retailer when one delivery service in each marketing area might do it at a saving to all," he suggested.

"Let's tell our friends how easy it is to brew a good cup of coffee. Let's stimulate increased consumption by a national tie-in with the coffee break. And don't overlook the growing vending machine business.

"Don't forget that restaurants and hotels serve 70,000,000 meals each day. Help these friends of ours train their staffs so that a good cup of coffee becomes standard practice. Don't overlook the opportunity to help caterers get started selling in more factories and offices. And let's give thought to establishing a National Coffee Week in conjunction with our associates in the allied industries."

Joao Pacheco Chaves, president of the Brazilian Coffee Institute, reported that the whole statistical position of coffee in Brazil had been considerably altered by the frosts.

"At best we could foresee only 10,600,000 bags available for export as of October 31st, 1953," he explained. "In 1951, at that same date, we had 14,163,669 bags on hand; in 1952, same date, we had 12,976,439 bags on hand.

"We can predict no improvement in the next crop year. Indeed, the situation is likely to be worse since we are going to start a new year with a reduced harvest and can anticipate reduced production in the frost-ravaged areas."

Mr. Leite said that despite handicaps, Brazil was dedicated to an increase in coffee production.

"We in Brazil are not afraid that the new coffee empire of Parana, plus the improvement of older production areas, will create a dangerous surplus of coffee," he said. "We are striving towards quality improvement, and will cooperate in any practical endeavor to create new markets for this great product by intensifying all forms of promotion both in existing markets, and in areas where coffee consumption is not yet developed."

Brazil's ambassador to the United States, Joao Carlos Muniz, told the gathering that Brazil seeks through its coffee policy to maintain a fair balance between the interests of the producer and those of the consumer.

"The remedies for the statistical position of coffee must be sought, in the event they become necessary at a later date, within a policy of international cooperation, aiming at a fair distribution of the burdens," he declared. "Brazil, as the greatest producer, is not disposed to permit its difficulties to be exploited for the purpose of cornering the market, and for the artificial valorization of the product."

Andrew Crotty, past president of the National Restaurant Association, asked the coffee industry to find out whether the recommendation of two gallons to the pound was the brewing formula which would make the kind of coffee beverage America's restaurant customers really wanted.

He recalled a session on restaurant problems at a previous coffee convention, in which he participated, and which sketched the main problems to be solved.

"What's been done in the intervening years?" Mr. Crotty challenged. "You're awful slow getting started."

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★ A Coffee Convention "Highlight" Report

new—and sharper tools

(Continued from page 13)

who sell to caterers or institutional feeders, will know how to use this additional promotional assistance. We hope to have samples out to you some time after the first of the year.

In addition to sustaining and expanding consumption in the United States, the Bureau has, as one of its basic aims, the education of the American public on the story of coffee. Toward this end, we have been developing an institutional-type of display piece. It shows six dramatic steps of coffee production, from planting to cup-testing.

Coffee is losing its preferred shelf space, both at the supermarket and at the independent grocery level.

Supermarket News reported to the Grocery Manufacturers Association convention that a brand new nation-wide survey shows that coffee is going to have to fight even harder for shelf and display space in 1954.

Of all principle beverage categories, only two will fare as poorly as coffee. Accompanying is a chart showing how coffee will stack up with other beverages on shelf space and where the going will be toughest.

You will note that of the four categories, coffee shows the smallest anticipated gains in shelf space and the greatest anticipated loss.

A breakdown of the 17 per cent of the grocers who intend to give coffee less space shows that ten per cent of them are chain stores and 22 per cent are independent grocers.

These facts demonstrate that our marketing problem does not stop with creating new consumer demand which, after all, is only one factor in the sale of coffee at the retail level. We must fight also for shelf space, or ready availability.

All of our marketing activities must pay off at the point-of-sale level. While we can set the stage for increased sales by our industrywide institutional efforts, it is up to you, the roasters, to make it pay off in the final analysis.

use every tool in public relations arsenal for coffee

By EDWIN B. DEXTER, Director of Public Relations
Pan-American Coffee Bureau

There is one overall, primary objective of the public relations program of the Pan-American Coffee Bureau: to coordinate and use every tool in the public relations arsenal to stimulate and increase the consumption of coffee.

We do this through dissemination of facts about coffee—how and where it is grown and produced, and the importance it holds in trade relations between the United States and the countries to the south.

We use every practical device to generate warmth and friendliness towards coffee by associating it with good causes.

For example, the Coffee Break story started as a public relations idea. Through the Bureau's public relations, advertising, and publicity campaign about the benefits of the coffee break, it has now become a respected part of the language.

Just as study revealed many advantages to the coffee break, it also revealed problems involved in making it work effectively.

The Bureau learned what companies have done where the coffee break is being successfully conducted. Out of this has come our newest pamphlet, now in process of distribution to several thousand industrial relations and personnel managers. It is titled, "The Coffee Break in Industry—Some Problems and Solutions."

You heard last year how the Bureau linked coffee with the cause of public safety on the highways.

Let me give you an example of the public relations effectiveness of the "One For The Road" campaign. There are 323 daily newspapers that receive Bureau materials in the 11 western states. Despite the inadequacy of clipping services, we have positive evidence that 176 of these newspapers, or 54.5 per cent, used Bureau materials in the "One For The Road" campaign in 1952.

The "coffee stop" is another example of identifying coffee with public safety and public welfare. Here again, national traffic and safety organizations are enthusiastic about the campaign and are endorsing it regionally and locally. The Army itself is recommending the coffee stop to its enlisted personnel who are drivers.

The very word "coffee" as a social fiction has now appeared in American dictionaries.

We are working now on a project to re-establish the coffee clubs in America. Historically, the coffee club in England and in early American times in this country played a vital historical role in the development of the ideas of freedom. We are proposing now that the existing clubs organize into a national organization of coffee clubs to encourage good fellowship and to act as service organizations.

Public relations techniques are vitally important in counter-attacking the occasional consumer resentment or misunderstanding about coffee prices. Within the past year, to inform editors, publishers, commentators, business and congressional leaders and others interested in coffee, of the facts, the Bureau has distributed about 15,000 copies of a pamphlet called "Facts About Coffee." We know from both letters and conversations that these have done much to allay attacks.

We are in process now of preparing—in English, Portuguese, and Spanish—an important publication about the work of the Pan-American Coffee Bureau.

The United States has poured out billions of dollars of taxpayers' money to Europe and Asia. There is, however, no Marshall plan for Latin America. Therefore, when we use the public relations resources of the Bureau to promote increased consumption of coffee, we know that we are contributing also to the solidarity of freedom and independence.

(Continued on page 63)

World Congress, 5th Conference underway at Curitiba

An historic event in coffee, the first World Coffee Congress, is being held this month in Curitiba, capital of the state of Parana, Brazil.

The Congress is being attended by American coffee men, as well as representatives of governments and coffee trade organizations.

John F. McKiernan, executive vice president of the National Coffee Association, is attending the Congress for the United States association.

Scheduled to address the Congress, he is planning to discuss coffee consumption trends in the U. S., including the position of instant coffee, as well as prospects of increased output in the producing countries.

Also taking place in Curitiba at the same time is the Fifth Pan-American Coffee Conference, parent body of the Pan-American Coffee Bureau.

The Congress is being held under the auspices of the Brazilian government, with the cooperation of the coffee producing states and the Brazilian Coffee Institute.

Along with the Congress, an International Exhibition of Coffee is underway. Although the Congress runs from January 14th to 22nd, the Exhibition will continue for four months.

Housed in 11 pavilions, the Exhibition centers on the history of coffee; soil conservation and the fight against erosion; coffee growing; the fight against coffee plagues; the economics of coffee; domestic and foreign agricultural machines; coffee tasting, including the serving of the beverage according to the various regional habits; displays of the Brazilian coffee growing States; displays of other growing countries; displays of American importers, roasters, distributors and retailers; displays of coffee importers, roasters, distributors and retailers of Europe, South Africa, Australia, India, and other consuming areas.

One feature of the exhibit will be a series of approximately 40 display pieces, prepared for the Pan-American Coffee Bureau, representing the most complete combined technical-and-educational traveling exhibit ever made for a food product. This display includes dioramas, transparencies and models, and tells the story of coffee—from the planting of the bean to the consumption of the beverage—in both Portuguese and English. The American part



One of a series of 40 display units exhibited by the Pan-American Coffee Bureau at the first World Coffee Congress in Curitiba, Brazil. This diorama shows a typical coffee plantation.

of the display will tour the United States after the Congress.

While there will be no competition among displayed products, diplomas and medals will be awarded to agricultural machinery, fertilizers, insecticides, coffee making machines, individual brands of domestic and foreign roasted coffee, and cups and coffee pots.

Only two problems of the agenda for 1953 will come up for a resolution: (1) The establishment of a system of period exchange of statistical data and other information among the various coffee organizations all over the world, and especially among the various coffee producing regions; and (2) a project outlining the bases for a general plan of world coffee publicity, to include coffee producing as well as coffee importing countries.

Other items on the agenda, which will be discussed and voted on as recommendations to the Second World Coffee Congress, in January, 1957, include:

Soil conservation and rehabilitation; coffee cultivation; harvesting and processing, including new enzyme methods, abolition of types classified by defects, and the transportation of coffee in bulk; mechanized cultivation; coffee pests and diseases; financing, exporting and allied subjects; so-

Special Announcement to Coffee Roasters

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cial problems in agriculture; roasting and brewing, covering regular, soluble and iced coffee; standardization of weights and measures; coffee in history, science and the arts; cooperation between coffee and its competitors; tightening the ties between producers and consumers.

Ambassador Sebastiao Sampaio, retired Brazilian diplomat and former Consul General of Brazil in New York City is in charge of organizing both the Congress and the Exhibition. He is serving as general secretary of the Congress and executive director of the Exhibition.

T. Carroll Wilson elected president of Coffee Brewing Institute, Inc.

T. Carroll Wilson, of San Francisco, has been elected president of the Coffee Brewing Institute, Inc. Mr. Wilson is vice president of Hills Bros. Coffee, Inc.



The Coffee Brewing Institute, Inc., is an independent non-profit service organization which has as its objective "the improvement of the quality of coffee as a beverage."

Mr. Wilson has been a member of the National Coffee Association's Coffee Brewing Committee since 1940 and is presently its chairman. He is also a member of the NCA's board of directors.

The new C.B.I. president joined Hills Bros. in 1924.

He advanced from the factory through the Purchasing, sales and advertising departments until he became vice president in 1945.

He has served on the Advertising Council of the Pan-American Coffee Bureau and as a director of the Pacific Coast Coffee Association.

Duncan Coffee declares employee bonus

The Duncan Coffee Co., Houston, Texas, said to be the world's sixth largest coffee importer and roaster, declared a ten per cent bonus for all of its hourly-wage and salaried employees, based on their pay for the second half of 1953.

This bonus, announced by H. M. Duncan, president and founder of the company, supplements the ten per cent bonus declared in August on employees' salaries for the first half of the year, and continues a 35-year "profit-sharing" tradition of the Duncan Coffee Company.

The Duncan Coffee Co. produces Maryland Club Coffee, as well as of Admiration and Bright & Early coffees and teas.

Surviving are his wife, two daughters, and a sister.

India permits 2,000-ton coffee export

India has decided to allow an export quota of 2,000 tons of Robusta coffee on the 1952-53 crop, it is reported by Khalid Askary.

The Central Coffee Board has asked the government to allot an additional quota for export.

Sources close to the Coffee Board said there was a surplus stock of nearly 12,000 tons remaining unsold out of the 1952-53 crop, and the crop for 1953-54 would be not less than 23,000 tons.

The Central Ministry of Commerce and Industry has decided to continue the export duty levy on coffee.

JANUARY, 1954

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Coffee in inter-American relations

(Continued from page 20)

prices they pay for their imports is much more favorable to them than it was at the beginning of the Second World War, although the prices of some of Latin America's exports have declined during the past year.

On the basis of 1939 prices equalling 100, the index of the prices of our exports to Latin America rose in 1952 to 192 but the index of the prices of our imports from Latin America rose to 400.

The present level of coffee prices, especially, is favorable to the producing countries. Coffee prices are, in fact, in a favorable relationship not only to the prices of most of the goods which the coffee-producing countries import from the United States, but to the prices of most other goods imported into the United States from Latin America.

One of the reasons why this is not better understood in Latin America is the fact that inflationary prices within some of the coffee-producing countries have greatly increased the costs of producing coffee.

It is also at times alleged by Latin America that we are trying to thwart their efforts at industrialization, in order to assure ourselves of raw materials on the one hand and markets on the other.

The fact is that this is the exact reverse of the truth. We have steadily sought to promote the industrialization of Latin America. Since the Export-Import Bank was established in 1934, it has made loan commitments to Latin American countries of more than \$2,000,000,000, of which

considerably more than one-half has been committed since 1945. Our Technical Cooperation Program has contributed substantially to this same objective. We have also looked with favor on the investment of American private capital in Latin America. In substantial measure, the enormous progress of Latin America in industrialization in recent years has been due to our positive cooperation.

We have cooperated in the industrialization programs of our sister republics precisely because we believe that it is in our interest as well as theirs to cooperate in them. We feel that it is no accident that our total trade with them has increased in value from \$1,000,000,000 in 1939 to \$6,900,000,000 in 1952, and in volume about two and a half times. The rapid development of our sister republics, far from harming the market for American goods, has vastly increased it.

The members of the National Coffee Association appear to me to be in a particularly favorable position for interpreting their fellow citizens to the producing countries and for explaining producer problems to consumers in the United States — which is now almost synonymous with the body politic. You know the problems. You have the contacts. You have excellent press coverage. You are therefore admirably situated to serve as moderators when differences arise, and you can do much to correct each group's perspective on the problems of the other.

There are a number of reasons why it is important to clarify our problems in Latin America and avoid misunderstandings, both from the standpoint of the coffee industry and from the broader standpoint of foreign relations.

From the trade standpoint, as you know, developments

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which result in material unfairness to producers — or consumers — will correct themselves in the long run, and in the process any temporary advantage which has accrued to either party may be more than offset with the reverse swing of the pendulum. The trade is too fragmented on both sides for either to expect to reap any long-run advantage at the expense of the other. But there is a risk that a lack of comprehension of basic economic laws may do as much damage as actual market manipulation by retarding necessary adjustments.

If we in the United States encourage consumer strikes against coffee on the assumption that it will bring down the price, we may, in fact, reduce prices temporarily. But if the high price is a reflection of rising labor costs, we may find that labor is being attracted out of coffee production into some other field and that, as supply falls off, prices go higher than they were before.

Similarly, producing countries which take the position that price must, willy-nilly, be kept at a figure which covers the cost of production of their least efficient producers may damage their own interests more than those of the consumer. If prices are supported at levels which are unrealistic in terms of competitive costs in other countries, regardless of the cost situation in the price supporting country, it will not be long before lower cost producers are increasing their plantings and taking over a larger share of the market.

Corrections always take place over the long run, but, the longer the period of readjustment, the more drastic it will be, the greater the resentment engendered and the more difficult the reconciliation of viewpoints.

It would be better if the consumer could appraise the situation correctly in the first instance and not have to do without his coffee.

It would be better if the producer could be made aware, at the outset, of the competitive risks involved in price policies which lead to overplanting and, eventually, to surplus.

The coffee industry will be healthier, producers, dealers and roasters included, if excessive fluctuations in price can be avoided.

Looking now beyond the coffee trade's own interests, we have an interest as a *government* in maximizing our trade in coffee with Latin America and in avoiding misunderstandings of every sort. Misunderstanding and mistrust, given the existing international situation, can retard the economic progress of the hemisphere, undermine our solidarity and even threaten our joint security.

First, consider the importance of an expanding coffee trade to the hemisphere's economic progress. Latin America is in the midst of a tremendous economic expansion. It has magnificent undeveloped resources; it has a rapidly growing population; and it has the ambition to develop its resources and to raise the standard of living of its people in the shortest possible space of time. It is to our interest as well as theirs that its productive capacity be increased. What it lacks is capital. Young countries, like young people, do not have large savings to draw upon and must rely on current income to obtain the capital goods and equipment which they need. That current income must be obtained, in large measure, in a good many countries, from coffee. It is the one big cash crop.

The apparent conflict of interest between the coffee producer in Latin America and the consumer in the United States is in fact a common interest which should advance us on the path of our common destiny.

JANUARY, 1954

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Soluble coffee now a \$200,000,000 business

Soluble coffee is sparking a revolution in America's coffeemaking habits, according to an Associated Press report by Steven V. David.

Mr. David sums up soluble coffee progress this way:

So fast is it growing that almost one out of every four cups of coffee served in America today is made with soluble coffee. And in the Eastern states, the ratio is about one out of every three.

Sales have soared from \$30,000,000 in 1946 to more than \$200,000,000 in 1953.

Some of the more optimistic in the industry predict that within a few years every other cup of coffee will be made with the soluble form.

The number of companies in the field has grown from 22 two years ago to more than 100.

But because of the unusually high capital investment involved in building a plant and the technical know-how required to operate it, only a little more than a dozen companies process the coffee. The others have coffee packed under their labels by others.

Soluble coffee isn't a new idea. Gail Borden, founder of the Borden Company and inventor of condensed milk, was granted a patent on a concentrated extract of coffee in 1856. It was in liquid form, with milk and sugar already in it.

During the Civil War, troops were issued compressed bars of soluble coffee. Soluble coffee has been on grocers' shelves in this country since shortly after the turn of the century.

Sales weren't particularly sensational before the war—but the coffee wasn't as palatable as it is today. The war gave the beverage a big boost by making millions of servicemen familiar with it. Huge quantities were shipped to the armed forces for use in rations.

Today the accent is on expansion. In the last year, General Foods has put two new soluble coffee plants into operation and started on a third. Borden and others are building new plants. The Nestle Co., another big processor, now has plants in Central and South America, Canada, Europe and the Far East.

Industry sources assert that soluble coffee is more economical than the regular kind. They also note, with no little astonishment, that sales of regular coffee have improved despite the sharp growth in soluble types.

In part this is due to rising population, in part to greater consumption per person.

A recent survey showed that families using both soluble and regular coffee consumed about one-third more over a six-month period than families using one type exclusively.

Nestle reopens Granite City soluble plant

Nestle has announced plans to reopen their Granite City, Ill., soluble coffee factory.

Since the introduction of the new "100 per cent pure instant coffee" it was apparent that production facilities

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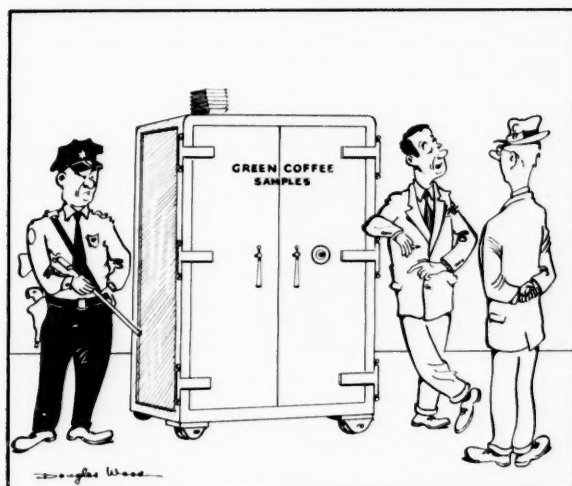
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Trade Roast

By DOUGLAS WOOD



"Would you care to see some samples, just arrived?"

would have to be substantially increased, according to an announcement made by H. K. Phillips, vice president in charge of sales.

The Granite City plant will produce more than 900,000 cases annually, in addition to the present all-time high production at other plants throughout the United States.

New caffeine free instant makes debut

The introduction in selected markets of a new caffeine-free coffee named Decaf has been announced by the Nestle Co., Inc. Decaf is 100 per cent pure coffee with 97 per cent of the caffeine removed.

According to H. J. Wolfisberg, president, the company has been working for many years to perfect a caffeine-free coffee.

"We have long felt there was a need for another caffeine-free coffee in the instant field. The enthusiastic response Decaf has received from the grocery trade in the introductory markets bears out this thinking," he said.

Suggests urn for bulk brewing solubles

Soluble coffee for bulk brewing is now finding wider use in some restaurants and other food serving establishments, according to S. Blickman, Inc., manufacturers of the Tri-Saver urn.

This urn, with its permanent filter, is particularly adaptable for this purpose, says the company. No urn bags or filter paper are used with this type of brewing equipment.

The patented stainless steel filter has a specially-constructed bottom which filters the brew edgewise by capillary attraction. The soluble coffee is placed in the filter and boiling water poured or syphoned over it. The brew filters into the liner below and is dispensed through the draw-off faucet. The outer jacket of the urn maintains the coffee brew at the correct serving temperature.

Tri-Saver urns are available as single, two or three-piece batteries, twin or combination type, in capacities from three to 80 gallons. The same urns, of course, can be used for brewing regular ground coffee.

JANUARY, 1954

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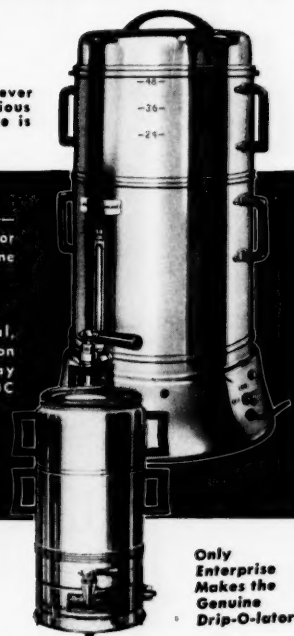
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Crops and countries

coffee news from producing areas

Growers hit by frost get long-term financial assistance from Brazil

Coffee growers hit by the July-August frosts are being given long-term aid by the government of Brazil, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

A law has been published authorizing the government to make a contract with the Bank of Brazil for such financing, to run through October, 1957.

The financing will be guaranteed by mortgages on agricultural property.

Ethiopia raises coffee export duty again

The Ethiopian export duty on coffee has been increased from 260 Ethiopian dollars to 350 a metric ton (1 Ethiopian dollar=US\$0.4025).

This action is said to be motivated by the government's desire to take advantage of current favorable demand conditions for Ethiopian coffee, which in turn are attributed largely to adverse crop prospects in South America.

Peru steps up coffee expansion program

Peruvian coffee production is expanding, stimulated by high export prices. It is being encouraged by government as well as private aid, through technical assistance, loans, and extension programs to provide knowledge of

better picking and marketing practices.

A long-term increase in production is indicated by more extensive plantings, much of it supplied by the Ministry of Agriculture and financed by the Agricultural Development Bank.

Although the rate of export expansion is still less than that of local consumption, most of the production increase is of a quality suitable for export.

A greater number of trees are expected to begin bearing next year from plantings made in 1951. New hulling and drying equipment is being imported or installed. Improved methods in tree care and harvesting are being demonstrated by government agencies.

All these factors contribute to an expected increase in yield in 1954 to at least 9,000 metric tons, compared with an estimated crop of 8,500 tons in 1953 and an actual crop of 7,500 tons in 1952.

As domestic consumption is expanding gradually and world market prices are relatively high, most of the increase will be destined for export under an expected government policy of freer trade, if not outright encouragement. The primary purpose is to obtain greater earnings of foreign exchange.

Peru's exports of green coffee in 1953 are expected to be at least 3,740 metric tons, about 45 per cent higher than corresponding exports a year earlier.

Imports, which have been limited in the past few years to a small quantity of good quality coffees and coffee extracts, are of negligible importance in national supplies. Such imports, in green bean equivalent, amounted to about five tons in 1951 and less than 20 tons in 1952. The 1953 total is expected to be about 40 tons.



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**the challenge to coffee
in the home**

(Continued from page 18)

of these, the "Age of Housewife," is especially significant in analyzing many products. A new type of product which finds favor with the younger adults stands a fair chance for success over the long-term. In selling your product you would also like to have the younger customers, as they can be part of your franchise for many years.

There are significant variations in coffee consumption, with the younger families using 12 per cent less coffee per adult than the national average, and families in the middle brackets actually using over 25 per cent more coffee per adult than the younger families.

What does this mean? Is this a normal condition in which people do not become important coffee drinkers until they reach their middle years? Or does it mean that the younger consumers are listening to the appeals of other beverages?

In either case, this condition is a direct challenge to the coffee industry. If the pattern we see is to be expected each generation, what can be done to make these people good coffee drinkers at an earlier age? If the pattern is not historically typical for coffee but is the result of different market conditions during recent years, then you face a tougher challenge. These younger adults, joined by the bumper crop of children who will be reaching maturity in the coming years, spell a declining per capita coffee trend unless the existing situation is reversed as they grow older.

One more qualification: All estimates on population changes stress the greatly increased importance of older people in our total population. While the lower rate of coffee consumption in the older age group is not as severe, promotion of the expected greater number of people in the older group should not be overlooked.

The second suggestion is this: Don't assume that your present products are exactly what these new families will want.

My third suggestion is that to keep pace with the expanding population you must know all you can know about price, and keep pricing in line with young housewife's budgets.

It may be a surprise to you to learn that higher priced coffees are not a monopoly of the upper income group.

First, we will look at a sample of all U. S. families whose income is under \$3,000 a year. Many are young, newly-formed families. These families paid an average of 88 cents per pound for their regular coffee during the second quarter of 1953. Here's how that 88 cents is made up: 34 per cent of their purchases were at less than 85 cents per lb; 42 per cent were at 85 cents to 95 cents per pound; 20 per cent were at 95 cents to \$1.00, and 4 per cent were at over \$1.00. Notice that 24 per cent of these low income group purchases were at 95 cents or more per pound.

Now let's look at families with incomes of \$3,000 to \$6,000 per year and families with \$6,000 or more. Families with larger incomes actually buy a larger portion of their coffee at under 85 cents per pound, than is true for the lowest income group. Notice also that the overall average price is 86 cents per pound for the upper income families against 88 cents per pound for the lower income families.

The reason for this is that while the very highest price coffee is bought by a few of the top income families, the

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bulk of the group are price shoppers for the bulk of their coffee requirements. They make greater use of supermarkets and chains and have the greater resources necessary to take advantage of special deals at temporary price reduction.

If you must consider a price increase, it should be of some comfort to you that the lower income half of the country will likely pay the increased price as readily as the higher income homes because of the importance of your product to them.

Another factor we have noticed in a few fields is that when a product is of great importance to a family, they will endeavor to buy the best, even though they have to skimp and go without on something else. But when you consider an increase in price, here is much food for thought: Be sure your product is worth it to young budgets.

Now the third consumer challenge to coffee is for you to keep abreast of the changing composition of the consumer market. I can guarantee you—the population distribution will change, not only geographically, but by income levels, by age, and by education.

Let's give a look at some of these with respect to coffee consumption. First, the relationship with education.

A feature in our national life is the trend by our youngsters. In examining coffee consumption of families in relation to the educational background of the head of the house, we find consumption lowest exactly among that group of families which are increasing at the fastest rate in our population. Coffee usage per adult is 10 per cent lower among college homes than in grade school homes.

Educators estimate that if the current trend to the colleges continues, by 1960, we will have around 85 per cent more college graduate families in the country. Unless the per adult usage of coffee in college family homes can be increased, this population shift will retard the rate of coffee growth somewhat.

What we have attempted to point out is that part of your market is composed of coffee purchase for consumption at home, that these homes vary widely in their coffee consuming habits, and that for the coffee industry, like any other competitive industry, the variations and changes in consumption in different kinds of homes present both a challenge to, and an opportunity for, the industry. Coffee usage is universal, yes, but people are not alike in their coffee habits.

In this sense, universal does not mean uniform and certainly does not mean maximum.

Your industry—with the efforts of individual roasters and of the Pan-American Coffee Bureau—has a two-pronged weapon in the battle to increase the use of coffee. The individual roaster's primary target is to reach those kinds of families which will give them the largest brand volume at the most economical cost. They are going to go after the best immediate prospects—the present heavy consumers.

The Pan-American Coffee Bureau, with its primary interest in expanding total coffee consumption, can more directly aim its shots toward those consumers not promising such immediate gains for the individual roaster.

With this two-pronged attack, and with American and Pan-American ingenuity, I sincerely hope and fully believe you will meet the consumer challenge.

Coffee drinking king

Gulping nearly three cupfuls a minute, 18-year-old Norman Finstrom, Kandiyohi, Minn., became coffee drinking king at the annual Kaffe Fest at Willmar, Minn.

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W'n—Barber Wilhelmien Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
Royal Inter—Royal InterOcean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Mt—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
1/11	Marna	UFruit	Cristobal ² 1/20 NY1/28
1/15	Lempa	UFruit	Cristobal ² 1/23 Ho1/29 N01/31
1/26	Copan	UFruit	Cristobal ² 2/4 NY2/13
1/29	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18
1/29	Leon	UFruit	Cristobal ² 2/6 Ho2/12 N02/14
2/7	Majorka	UFruit	Cristobal ² 2/16 NY2/24
2/15	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2/21	Marna	UFruit	Cristobal ² 3/2 NY3/10
3/14	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3
ACAPULCO			
1/6	Cstl Nomad	Grace	Cristobal ¹ 1/21
2/1	Cstl Avnturer	Grace	Cristobal ¹ 2/16
AMAPALA			
1/11	Cstl Nomad	Grace	Cristobal ¹ 1/21
1/17	Marna	UFruit	Cristobal ² 1/20 NY1/28
1/21	Lempa	UFruit	Cristobal ² 1/23 Ho1/29 N01/31
1/25	Anchor Hitch	UFruit	LA2/9 SF2/12 Se2/18
2/1	Copan	UFruit	Cristobal ² 2/4 NY2/13
2/4	Leon	UFruit	Cristobal ² 2/6 Ho2/12 N02/14
2/6	Cstl Avnturer	Grace	Cristobal ¹ 2/16
2/11	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2/13	Majorka	UFruit	Cristobal ² 2/16 NY2/24
2/27	Marna	UFruit	Cristobal ² 3/2 NY3/10
3/10	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3
ANGRA DOS REIS			
1/16	Ravnanger	Wes-Lar	LA2/10 SF2/15 Po2/20 Va2/22 Se2/25
2/2	Seafarer	PAB	LA3/22 SF3/24 Va3/31 Se4/1 Po4/5
2/9	Falkanger	Wes-Lar	LA3/6 SF3/10 Po3/15 Se3/17 Va3/19
4/6	Forester	PAB	LA4/26 SF4/28 Va5/4 Se5/5 Po5/9

SAILS	SHIP	LINE	DUE
BARRANQUILLA			
1/10	Levers Bend	UFruit	N01/24
1/15	Cape Avinof	UFruit	NY1/25
1/19	Santa Catalina	Grace	NY1/27 Pa1/30
1/22	Cape Cod	UFruit	NY2/1
1/25	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
1/26	Santa Ana	Grace	NY2/3
1/26	Lovland	UFruit	N02/7
1/29	A steamer	UFruit	NY2/8
2/5	Cape Avinof	UFruit	NY2/15
2/9	Levers Bend	UFruit	N02/21
2/12	Cape Cod	UFruit	NY2/22
2/19	A steamer	UFruit	NY3/1
2/21	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3
2/23	Lovland	UFruit	N03/7
2/26	Cape Avinof	UFruit	NY3/8
BARRIOS			
1/10	Manaqui	UFruit	NY1/17
1/13	Byfjord	UFruit	Ho1/19 N01/22
1/17	Mataura	UFruit	NY1/24
1/21	Mayari	UFruit	Ho1/26 N01/29
1/23	Vindeggen	UFruit	NY1/30
1/28	Fiador Knot	UFruit	Ho2/3 N02/6
1/30	Maabella	UFruit	NY2/6
2/4	Mabay	UFruit	Ho2/9 N02/12
2/6	Manaqui	UFruit	NY2/13
2/11	Byfjord	UFruit	Ho2/16 N02/19
2/13	Mataura	UFruit	NY2/20
2/18	Mayari	UFruit	Ho2/23 N02/26
2/20	Vindeggen	UFruit	NY2/27
2/25	Fiador Knot	UFruit	Ho3/2 N03/5
2/27	Maabella	UFruit	NY3/6

BUENAVENTURA			
1/10	Santa Luisa	Grace	NY1/18



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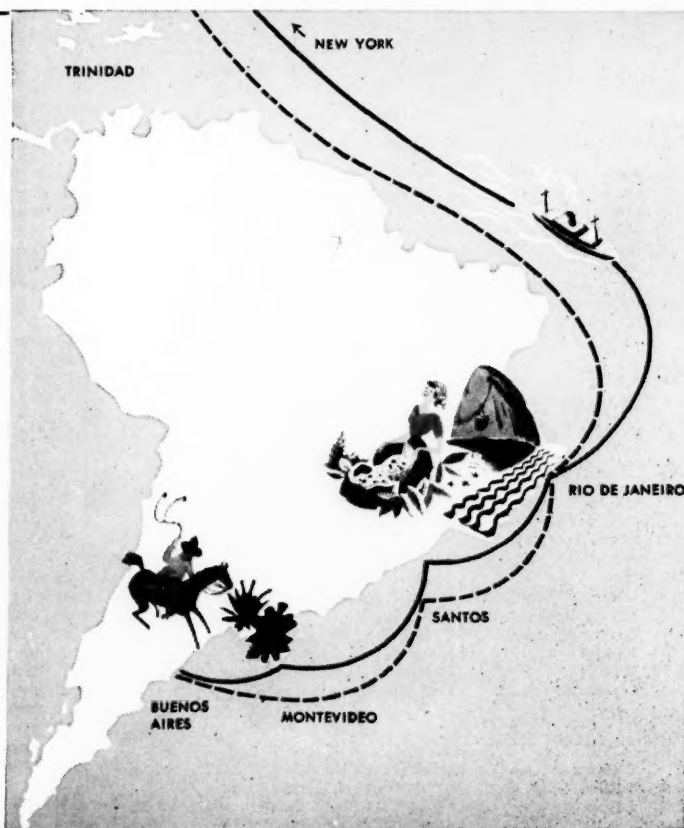
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SAILS	SHIP	LINE	DUE
1/13	Santa Rita	Grace	NY1/21 Ba1 29
1/17	Santa Cecilia	Grace	NY1/25
1/24	Santa Margarita	Grace	NY2/1
1/25	Santa Flavia	Grace	LA2/3 SF2/5 Se2/12
2/7	Santa Barbara	Grace	NY2/15
2/16	Santa Eliana	Grace	LA2/25 SF2/27 Se3/5
2/22	Santa Adela	Grace	LA3/3 SF3/5 Se3/12

CARTAGENA

1/11	Levers Bend	UFruit	N01/24
1/16	Santa Rosa	Grace	NY1/20
1/16	Cape Avinof	UFruit	NY1/25
1/23	Santa Paula	Grace	NY1/27
1/23	Cape Cod	UFruit	NY2/1
1/27	Lovland	UFruit	N02/7
1/30	Santa Rosa	Grace	NY2/3
1/30	A steamer	UFruit	NY2/8
2/6	Santa Paula	Grace	NY2/10
2/6	Cape Avinof	UFruit	NY2/15
2/10	Levers Bend	UFruit	N02/21
2/13	Santa Rosa	Grace	NY2/17
2/13	Cape Cod	UFruit	NY2/22
2/20	Santa Paula	Grace	NY3/24
2/20	A steamer	UFruit	NY3/1
2/24	Lovland	UFruit	N03/7
2/27	Cape Avinof	UFruit	NY3/8

CHAMPERICO

2/1	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/13
2/18	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
3/17	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

CORINTO

1/10	Marna	UFruit	Cristobal ² 1/20 NY1/28
1/13	Lempa	UFruit	Cristobal ² 1/23 Ho1/29 N01/31
1/14	Cstl Nomad	Grace	Cristobal ¹ 1/21
1/23	La Coubre	Independence	LA2/2 SF2/4 Va2/9 Se2/11 Po2/14
1/23	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18
1/24	Copan	UFruit	Cristobal ² 2/4 NY2/13
1/27	Leon	UFruit	Cristobal ² 2/6 Ho2/12 N02/14
2/5	Majorka	UFruit	Cristobal ² 2/16 NY2/24
2/9	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2/9	La Hague	Independence	LA2/18 SF2/20 Se2/26 Va3/1 Po3/4
2/9	Cstl Avnturer	Grace	Cristobal ¹ 2/16
2/19	Marna	UFruit	Cristobal ² 3/2 NY3/10
3/8	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

CRISTOBAL

1/16	Levers Bend	UFruit	N01/24
1/21	Marna	UFruit	NY1/28
1/24	Lempa	UFruit	Ho1/29 N01/31
2/1	Lovland	UFruit	N02/7
2/5	Copan	UFruit	NY2/13
2/15	Levers Bend	UFruit	N02/21
2/17	Majorka	UFruit	NY2/24
3/1	Lovland	UFruit	N03/7

DAR es SALAAM

1/21	Leslie	Lykes	Gulf 3/2
1/27	Samarinda	JavPac	LA3/21 SF3/25 Po3/31 Se4/5 Va4/7
2/3	Karsik	Royal Inter	LA3/16 SF3/25 Se3/30 Va4/1 Po4/17
2/14	Afr Moon	Farrell	NY3/16
2/15	Velma	Lykes	Gulf 3/29
2/25	Lombok	JavPac	LA4/21 SF4/25 Po5/1 Se5/5 Va5/7
3/4	Van Heutsz	Royal Inter	LA4/16 SF4/25 Se4/30 Va5/3 Po5/19

EL SALVADOR

1/23	Nereide	Italian	LA2/2 SF2/5 Va2/11 Se2/15 Po2/19
1/26	La Coubre	Independence	LA2/2 SF2/4 Va2/9 Se2/11 Po2/14
1/29	Wyoming	French	LA2/7 SF2/10 Va2/15 Se2/19 Po2/22
2/11	La Hague	Independence	LA2/18 SF2/20 Se2/26 Va3/1 Po3/4

GUATEMALA

1/24	Nereide	Italian	LA2/2 SF2/5 Va2/11 Se2/15 Po2/19
1/27	La Coubre	Independence	LA2/2 SF2/4 Va2/9 Se2/11 Po2/14
2/1	Wyoming	French	LA2/7 SF2/10 Va2/15 Se2/19 Po2/22
2/12	La Hague	Independence	LA2/18 SF2/20 Se2/26 Va3/1 Po3/4

SAILS	SHIP	LINE	DUE
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GUAYAQUIL

2/12	Santa Eliana	Grace	LA2/25 SF2/27 Se3/5
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LA GUAIRA

1/14	Santa Rosa	Grace	NY1/20
1/21	Santa Paula	Grace	NY1/27
1/28	Santa Rosa	Grace	NY2/3
2/4	Santa Paula	Grace	NY2/10
2/11	Santa Rosa	Grace	NY2/17
2/18	Santa Paula	Grace	NY2/24

LA LIBERTAD

1/10	Cstl Nomad	Grace	Cristobal ¹ 1/21
1/13	Marna	UFruit	Cristobal ² 1/20 NY1/28
1/17	Lempa	UFruit	Cristobal ² 1/23 Ho1/29 N01/31
1/27	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18
1/28	Copan	UFruit	Cristobal ² 2/4 NY2/13
1/31	Leon	UFruit	Cristobal ² 2/6 Ho2/12 N02/14
2/5	Cstl Avnturer	Grace	Cristobal ¹ 2/16
2/9	Majorka	UFruit	Cristobal ² 2/16 NY2/24
2/13	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2/23	Marna	UFruit	Cristobal ² 3/2 NY3/10
3/12	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

LA UNION

1/12	Cstl Nomad	Grace	Cristobal ¹ 1/21
1/15	Marna	UFruit	Cristobal ² 1/20 NY1/28
1/18	Lempa	UFruit	Cristobal ² 1/23 Ho1/29 N01/31
1/26	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18
1/30	Copan	UFruit	Cristobal ² 2/4 NY2/13
2/2	Leon	UFruit	Cristobal ² 2/6 Ho2/12 N02/14
2/7	Cstl Avnturer	Grace	Cristobal ¹ 2/16
2/11	Majorka	UFruit	Cristobal ² 2/16 NY2/24
2/12	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2/25	Marna	UFruit	Cristobal ² 3/2 NY3/10
3/11	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

LIMON

1/12	A steamer	UFruit	NY1/20
1/14	Levers Bend	UFruit	N01/24
1/19	Cape Avinof	UFruit	NY1/25
1/26	Cape Cod	UFruit	NY2/1
1/30	Lovland	UFruit	N02/7
2/2	A steamer	UFruit	NY2/8
2/9	Cape Avinof	UFruit	NY2/15
2/13	Levers Bend	UFruit	N02/21
2/16	Cape Cod	UFruit	NY2/22
2/23	A steamer	UFruit	NY3/1
2/27	Lovland	UFruit	N03/7

LOBITO

1/16	Afr Pilgrim	Farrell	NY2/6
1/21	Afr Patriot	Farrell	NY2/19
1/22	Del Rio	Delta	N02/15
2/3	Hopeville	Am-W Afr	USA3/15
2/12	Del Sol	Delta	N03/8
2/16	Afr Grove	Farrell	NY3/9
2/20	Afr Glade	Farrell	NY2/23
2/24	Granville	Am-W Afr	USA3/31
3/7	Del Oro	Delta	N03/31

LUANDA

1/13	Afr Pilgrim	Farrell	NY2/6
1/17	Del Rio	Delta	N02/15
1/18	Afr Patriot	Farrell	NY2/19
2/1	Hopeville	Am-W Afr	NSA3/15
2/7	Del Sol	Delta	N03/8
2/13	Afr Grove	Farrell	NY3/9
2/17	Afr Glade	Farrell	NY3/23
2/22	Granville	Am-W Afr	USA3/31
3/2	Del Oro	Delta	N03/31

MARACAIBO

1/11	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18
1/13	Santa Clara	Grace	Pa1/18 NY1/19
1/17	Santa Sofia	Grace	NY1/26
1/28	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2/24	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

SAILS SHIP LINE DUE

MATADI

1/10	Afr Pilgrim	Farrell	NY2/6
1/14	Del Rio	Delta	N02/15
1/15	Afr Patriot	Farrell	NY2/19
1/30	Hopeville	Am-W Afr	USA3/15
2/4	Del Sol	Delta	N03/8
2/10	Afr Grove	Farrell	NY3/9
2/14	Afr Glade	Am-W Afr	NY3/23
2/20	Granville	Am-W Afr	USA3/31
2/27	Del Oro	Delta	N03/31

MOMBASA

1/30	Samarinda	JavPac	LA3/21 SF3/25 Po3/31 Se4/5 Va4/7
1/31	Leslie	Lykes	Gulf 3/2
2/3	Karsik	Royal Inter	LA3/16 SF3/25 Se3/30 Va4/1 Po4/17
2/10	Afr Moon	Farrell	NY3/16
2/23	Velma	Lykes	Gulf 3/29
2/28	Lombok	JavPac	LA4/21 SF4/25 Po5/1 Se5/5 Va5/7
3/4	Van Heutsz	Royal Inter	LA4/16 SF4/25 Se4/30 Va5/4 Po5/19

PARAMARIBO

1/28	A vessel	Alcoa	NY2/10
2/25	A vessel	Alcoa	NY3/10
3/25	A vessel	Alcoa	NY4/7
4/22	A vessel	Alcoa	NY5/5
5/20	A vessel	Alcoa	NY6/2
6/17	A vessel	Alcoa	NY6/30

PARANAGUA

1/10	Uruguai	Lloyd	NY1/30
1/10	Nicaragua	Lloyd	N01/29 Ho2/6
1/11	Ravnanger	Wes-Lar	LA2/10 SF2/15 Po2/20 Va2/22 Se2/25
1/12	Del Viento	Delta	N02/2 Ho2/7
1/13	Mormacteal	Mormac	Jx2/2 Ba2/5 Bo2/7 NY2/8 Pa2/10
1/16	Alphacca	Hol-Int	NY2/6 Bo2/10 Pa2/12 Ba2/13 Nf2/16
1/21	Mormacyeik	Mormac	Ba2/6 Pa2/8 NY2/10 Bo2/12 Ha2/13
1/25	Cuba	Lloyd	NY2/14
1/25	Panama	Lloyd	N02/15 Ho2/21
1/26	Mormackite	Mormac	NY2/15 Bo2/17 Pa2/19 Ba2/21 Nf2/22

SAILS SHIP LINE DUE

1/27	Del Valle	Delta	N02/18 Ho2/23
1/28	Trader	PAB	LA2/26 SF3/1 Va3/7 Se3/8 Po3/11
1/30	Mormactern	Mormac	Ba2/18 Pa2/20 Bo2/22 NY2/24
2/1	Del Mundo	Delta	N0/23 Ho2/28
2/2	Mormacrey	Mormac	LA3/10 SF3/14 Po3/20 Se3/22 Va3/24
2/13	Del Monte	Delta	N03/9 Ho3/14
2/25	Seafarer	PAB	LA3/22 SF3/24 Va3/31 Se4/1 Po4/5
3/1	Del Santos	Delta	N03/23 Ho3/28
3/17	Del Alba	Delta	N04/8 Ho4/13
4/2	Forester	PAB	LA4/26 SF4/28 Va5/4 Se5/5 Po5/9

PORT SWETTENHAM

1/14	Belleville	Barb-Frn	Gulf 3/3
1/18	Tyler	Am-Pres	LA2/20 NY3/7 Ba3/12 Bo3/15
1/30	Fernhill	Barb-Frn	Gulf 3/19
2/5	Buchanan	Am-Pres	NY3/26 Bo3/31 LA4/22 SF4/26
2/14	Leoville	Barb-Frn	Gulf 4/3
2/20	Mormacfir	Am-Pres	LA3/27 NY4/11 Ba4/16 Bo4/19
3/1	Bonneville	Barb-Frn	Gulf 4/17
3/14	Mandeville	Barb-Frn	Gulf 4/30
3/24	Harding	Am-Pres	LA4/28 NY5/13 Ba5/18 Bo5/21
3/30	Pleasantville	Barb-Frn	Gulf 5/16
4/14	Fernbay	Barb-Frn	Gulf 5/31
4/23	Filimore	Am-Pres	LA5/28 NY6/12 Ba6/17 Bo6/20
4/30	Fernsea	Barb-Frn	Gulf 6/16
5/14	Bronxville	Barb-Frn	Gulf 6/30
5/24	Tyler	Am-Pres	LA6/28 NY7/13 Ba7/18 Bo7/21

PUERTO CABELLO

1/14	Santa Rosa	Grace	NY1/20
1/21	Santa Paula	Grace	NY1/27
1/28	Santa Rosa	Grace	NY2/3
2/4	Santa Paula	Grace	NY2/10
2/11	Santa Rosa	Grace	NY2/17
2/18	Santa Paula	Grace	NY2/24

PUNTARENUS

1/10	Lempa	UFruit	Cristobal ² 1/23 Ho1/29 N01/31
1/18	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18

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Rua 15 de Novembre 176-178

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MATADI:

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SAILS	SHIP	LINE	DUE
1 19	Cstl Nomad	Grace	Cristobal ¹ 1/21
1 20	Nereide	Italian	LA2/2 SF2/5 Va2/11 Se2/15 Po2/19
1 21	Copan	UFruit	Cristobal ² 2/4 NY2/13
1 21	La Coubre	Independence	LA2/2 SF2/4 Va2/9 Se2/11 Po2/14
1 24	Leon	UFruit	Cristobal ² 2/6 Ho2/12 N02/14
2 2	Majorka	UFruit	Cristobal ² 2/16 NY2/24
2 4	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
2 8	La Hague	Independence	LA2/18 SF2/20 Se2/26 Va3/1 Po3/4
2 13	Cstl Avnturer	Grace	Cristobal ¹ 2/16
2 16	Marna	UFruit	Cristobal ² 3/2 NY3/10
3 3	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

RIO de JANEIRO

1 10	Mormacmail	Mormac	NY1/23 Ba1/26 Pa1/28 Ba1/30 Nf1/31
1 10	Itajai	Brodin	Ba1/25 NY1/26 Bo1/28 Pa1/30
1 13	Argentina	Mormac	NY1/25
1 14	Nicaragua	Lloyd	N01/29 Ho2/6
1 16	Del Viento	Delta	N02/2 Ho2/7
1 16	Uruguai	Lloyd	NY1/30
1 17	Ravnanger	Wes-Lar	LA2/10 SF2/15 Po2/20 Va2/22 Se2/25
1 21	Del Sud	Delta	N02/4
1 21	Alphacca	Hol-Int	NY2/6 NY2/6 Bo2/10 Pa2/12 Ba2/13 Nf2/16
1 22	Trader	PAB	LA2/26 SF3/1 Va3/7 Se3/8 Po3/11
1 30	Panama	Lloyd	N02/15 Ho2/21
1 31	Mormackite	Mormac	Bo2/17 Pa2/19 Ba2/21 Nf2/22
1 31	Cuba	Lloyd	NY2/14
2 1	Del Valle	Delta	N02/18 Ho2/23
2 2	Mormacrey	Mormac	LA3/10 SF3/14 Po3/20 Se3/22 Va3/24
2 3	Uruguay	Mormac	NY2/15
2 6	Del Mundo	Delta	N02/23 Ho2/28
2 10	Falkanger	Wes-Lar	LA3/6 SF3/10 Po3/15 Se3/17 Va3/19
2 11	Del Mar	Delta	N02/25
2 20	Del Monte	Delta	N03/9 Ho3/14
2 25	Del Norte	Delta	N03/11
3 3	Seafarer	PAB	LA3/22 SF3/24 Va3/31 Se4/1 Po4/5
3 6	Del Santos	Delta	N03/23 Ho3/28
3 11	Del Sud	Delta	N03/25
3 22	Del Alba	Delta	N04/8 Ho4/13
4 7	Forester	PAB	LA4/26 SF4/28 Va5/4 Se5/5 Po5/9

SAN JOSE

1 31	Anchor Hitch	Grace	LA2/9 SF2/12 Se2/18
2 4	Cstl Avnturer	Grace	Cristobal ¹ 2/16
2 17	Cstl Nomad	Grace	LA2/26 SF3/1 Se3/7
3 16	Cstl Avnturer	Grace	LA3/25 SF3/28 Se4/3

SANTOS

1 11	Argentina	Mormac	NY1/25
1 12	Nicaragua	Lloyd	N01/29 Ho2/6
1 14	Del Viento	Delta	N02/2 Ho2/7
1 15	Ravnanger	Wes-Lar	LA2/10 SF2/15 Po2/20 Va2/22 Se2/25
1 15	Uruguay	Lloyd	NY1/30
1 19	Mormacmail	Mormac	Jx2/2 Ba2/5 Bo2/7 NY2/8 Pa2/10
1 19	Del Sud	Delta	N02/4
1 20	Alphacca	Hol-Int	NY2/6 Bo2/10 Pa2/12 Ba2/13 Nf2/16
1 23	Mormacork	Mormac	Ba2/6 Pa2/10 Bo2/12 Ha2/13
1 26	Trader	PAB	LA2/26 SF3/1 Va3/7 Se3/8 Po3/11
1 27	Panama	Lloyd	N02/15 Ho2/21
1 30	Cuba	Lloyd	NY2/14
1 30	Mormackite	Mormac	NY2/15 Bo2/17 Pa2/18 Ba2/21 Nf2/22
1 30	Del Valle	Delta	N02/18 Ho2/23
2 1	Uruguay	Lloyd	NY2/15
2 3	Mormacern	Mormac	Ba2/18 Pa2/20 Bo2/22 NY2/24
2 4	Del Mundo	Delta	N02/23 Ho2/28
2 8	Falanger	Wes-Lar	
2 9	Mormacrey	Mormac	LA3/10 SF3/14 Po3/20 Se3/22 Va3/24
2 10	Del Mar	Delta	N02/25
2 17	Del Monte	Delta	N03/9 Ho3/14
2 24	Del Norte	Delta	N03/11
3 1	Seafarer	PAB	LA3/22 SF3/24 Va3/7 Se3/8 Po3/11
3 4	Del Santos	Delta	N03/23 Ho3/28
3 10	Del Sud	Delta	N03/25
3 20	Del Alba	Delta	N04/8 Ho4/13
4 5	Forester	PAB	LA4/26 SF4/28 Va5/4 Se5/5 Po5/9

TAMPICO

1 13	Tunaholm	Swed-Am	Ha2/6 St Jo2/9
2 6	Krageholm	Swed-Am	Ha3/2 St Jo3/4
2 24	Tunaholm	Swed-Am	Ha3/21 St Jo3/23

VERA CRUZ

1 13	Tunaholm	Swed-Am	Ha2/6 St Jo2/9
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JANUARY, 1954

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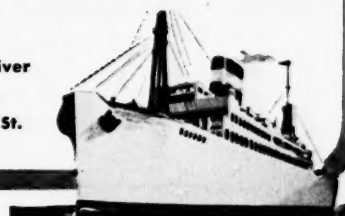
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SAILS	SHIP	LINE	DUE
2/6	Krageholm	Swed-Am	Ha3/2 St Jo3/4
2/24	Turholm	Swed-Am	Ha3/21 St Jo3/23

VICTORIA

1/16	Nicaragua	Lloyd	N01/29 Ho2/6
1/18	Del Viento	Delta	N02/2 Ho2/7
2/1	Panama	Lloyd	N02/15 Ho2/21
2/3	Del Valle	Delta	N02/18 Ho2/23
2/8	Del Mundo	Delta	N02/23 Ho2/28
2/22	Del Monte	Delta	N03/9 Ho3/14
3/8	Del Santos	Delta	N03/23 Ho3/28
3/24	Del Alba	Delta	N04/8 Ho4/13

TEA BERTHS

CALCUTTA

1/22	City Madras	Ell-Buck	Bo2/23 NY2/24 Pa2/27 N12/28 Ba3/2
2/8	Rempang	JavPac	SF3/10 LA3/15 Po3/28 Se4/4 Va4/8
3/8	Silverspray	JavPac	SF4/7 LA4/12 Po4/14 Se4/17 Va4/19

COCHIN

1/10	Else	Maersk	NY2/11
1/12	McKirley	Am-Pres	NY2/15 Bo2/20 LA3/12 SF3/16
1/22	Grant	Am-Pres	NY2/27 Bo3/4 LA3/26 SF3/30
2/6	Monroe	Am-Pres	NY3/14 Bo3/19 LA4/11 SF4/14
2/18	Buchanan	Am-Pres	NY3/26 Bo3/31 LA4/22 SF4/26

COLOMBO

1/15	Silverbeam	JavPac	LA3/6 SF3/10 Po3/16 Se3/19 Va3/21
1/19	Belleville	Barb-Frn	Gulf 3/3
1/19	Grant	Am-Pres	NY2/27 Bo3/4 LA3/26 SF3/30
2/3	Monroe	Am-Pres	NY3/14 Bo3/19 LA4/11 SF4/14
2/4	Fernhill	Barb-Frn	Gulf 3/19
2/7	Oluf	Maersk	NY3/16
2/15	Buchanan	Am-Pres	NY3/26 Bo3/31 LA4/22 SF4/26
2/19	Leoville	Barb-Frn	Gulf 4/3
2/21	Silvercrest	JavPac	LA4/3 SF4/7 Po4/14 Se4/17 Va4/19
3/6	Bonneville	Barb-Frn	Gulf 4/17
3/7	Lexa Maersk	Maersk	NY4/9
3/11	Mandeville	Barb-Frn	Gulf 4/30
3/21	Salatiga	JavPac	LA5/4 SF5/8 Po5/14 Se5/17 Va5/19
4/4	Pleasantville	Barb-Frn	Gulf 5/16
4/7	Leise	Maersk	NY5/11
4/19	Fernbay	Barb-Frn	Gulf 5/31
5/5	Fernsea	Barb-Frn	Gulf 6/16
5/8	Hulda	Maersk	NY6/9
5/19	Bronxville	Barb-Frn	NY6/30
6/8	Else	Maersk	NY7/10
7/8	Oluf	Maersk	NY8/10
8/8	Lexa	Maersk	NY9/9

DJAKARTA

1/12	Fernhill	Barb-Frn	Gulf 3/19
1/19	Oluf	Maersk	NY3/16
1/28	Leoville	Barb-Frn	Gulf 4/3
2/12	Bonneville	Barb-Frn	Gulf 4/17
2/15	Lexa	Maersk	NY4/9
2/26	Mandeville	Barb-Frn	Gulf 4/30
3/12	Pleasantville	Barb-Frn	Gulf 5/16
3/18	Leise	Maersk	NY5/11
3/28	Fernbay	Barb-Frn	Gulf 5/31
4/12	Fernsea	Barb-Frn	Gulf 6/16
4/18	Hulda	Maersk	NY6/9
4/28	Bronxville	Barb-Frn	Gulf 6/30
5/18	Else	Maersk	NY7/10
6/18	Oluf	Maersk	NY8/10
7/18	Lexa	Maersk	NY9/9

DJIBOUTI

1/17	Else	Maersk	NY2/11
2/18	Oluf	Maersk	NY3/16
3/17	Lexa	Maersk	NY4/9
4/17	Leise	Maersk	NY5/11

HONG KONG

1/12	Cleveland	Am-Pres	SF1/30
1/15	Madison	Am-Pres	SF2/10 LA2/14

SAILS	SHIP	LINE	DUE
1/19	Trein	Maersk	SF2/12 NY3/2
1/23	Land	Pioneer	NY2/28
1/27	Jefferson	Am-Pres	SF2/22 LA2/25
2/3	Nicoline	Maersk	SF2/27 NY3/16
2/18	Anna	Maersk	SF3/11 NY3/30
3/4	Peter	Maersk	SF3/26 NY4/13
3/18	Jeppesen	Maersk	SF4/10 NY4/27
4/3	Olga	Maersk	SF4/26 NY5/14

KOBE

1/10	Taft	Am-Pres	SF1/28 LA1/31
1/16	Cleveland	Am-Pres	SF1/30
1/23	Yamasato Maru	Yamashita	SF2/12 LA2/15 Cr2/24 NY3/1
1/27	Land	Pioneer	NY2/28
1/28	Trein	Maersk	SF2/12 NY3/2
2/4	Jefferson	Am-Pres	SF2/22 LA2/25
2/11	Nicoline	Maersk	SF2/27 NY3/16
2/18	Yamaharu Maru	Yamashita	SF3/8 LA3/10 Cr3/20 NY3/25
2/25	Anna	Maersk	SF3/11 NY3/30
3/12	Peter	Maersk	SF3/26 NY4/13
3/26	Jeppesen	Maersk	SF4/10 LA4/27
4/11	Olga	Maersk	SF4/26 LA5/14

SHIMIZU

1/12	Am-Pres	Am-Pres	SF1/28 LA1/31
1/12	Johannes	Maersk	SF1/27 NY3/2
1/26	Yamasato Maru	Yamashita	SF2/12 LA2/15 Cr2/24 NY3/1
1/29	Land	Pioneer	NY2/28
1/30	Trein	Maersk	SF2/12 NY3/2
2/6	Jefferson	Am-Pres	SF2/22 LA2/25
2/14	Nicoline	Maersk	SF2/27 NY3/16
2/21	Yamaharu Maru	Yamashita	SF3/8 LA3/10 Cr3/20 NY3/25
2/27	Anna	Maersk	SF3/11 NY3/30
3/14	Peter	Maersk	SF3/26 NY4/13
3/29	Jeppesen	Maersk	SF4/10 NY4/27
4/14	Olga	Maersk	SF4/26 NY5/14

TANGA

1/26	Leslie	Lykes	Gulf3/2
1/29	Samarinda	JacPac	LA3/21 SF3/25 Po3/31 Se4/5 Va4/7
2/3	Karsik	Royal Inter	LA3/16 SF3/25 Se3/30 Va4/1 Po4/17
2/11	Afr Moon	Farrell	NY3/16
2/19	Velma	Lykes	Gulf3/29
2/26	Lombok	JavPac	LA4/21 SF4/25 Po5/1 Se5/5 Va5/7
3/4	Van Heutsz	Royal Inter	LA4/16 SF4/25 Se4/30 Va5/3 Po5/19

YOKOHAMA

1/14	Taft	Am-Pres	SF1/28 LA1/31
1/15	Johannes	Maersk	SF2/27 NY2/13
1/18	Cleveland	Am-Pres	SF1/30
1/29	Yamasato Maru	Yamashita	SF2/12 LA2/15 Cr2/24 NY3/1
1/30	Land	Pioneer	NY2/28
1/31	Trein	Maersk	SF2/12 NY3/2
2/8	Jefferson	Am-Pres	SF2/22 LA2/25
2/15	Nicoline	Maersk	SF2/27 NY3/16
2/24	Yamaharu Maru	Yamashita	SF3/8 LA3/10 Cr3/20 NY3/25
2/28	Anna	Maersk	SF3/11 NY3/30
3/15	Peter	Maersk	SF3/26 NY4/13
3/31	Jeppesen	Maersk	SF4/10 NY4/27
4/15	Olga	Maersk	SF4/26 NY5/14

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Fred A. Stevens dead at 80

Fred A. Stevens, well known in the coffee, tea and spice industries, died recently in Wauwatosa, Wisconsin.

A meticulous man, he had written down the information for his own obituary. Several weeks before he died he filled in the age—80.

For 12 years he was in the coffee and tea importing business in Boston. He worked in wholesale groceries in Toledo, Ohio. In 1906 and 1907 he went to Japan on tea importing business. He came to Milwaukee in 1908 and joined the Roundy, Packham & Dexter Co., now Roundy's, Inc., where he was in charge of the coffee, tea and spice department. He continued with the company for 41 years and was its secretary when he retired in 1949.

JANUARY, 1954

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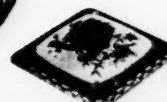
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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1952							
July	1,300	756	756	1,512	754	406	1,160
August	1,130	645	458	1,103	659	352	1,011
September	1,772	974	514	1,488	1,021	366	1,387
October	1,724	1,182	819	2,001	1,036	436	1,572
November	1,235	760	557	1,317	773	296	1,069
December	2,002	955	894	1,849	822	216	1,038
1953							
January	1,764	804	942	1,746	730	321	1,051
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,475	576	744	1,320	475	374	849
July	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October	1,313	732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228
December	2,181	1,142	1,095	2,237	1,203	332	1,535

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

In the coffee industry, the New Year has come in with a roar, the continuation—on a higher scale—of the roar made by the Old Year as it passed into history.

Coffee prices are writing a new kind of history. And throughout the industry members of the fraternity—especially the roasters—wish the history were taking a different shape.

It is sometimes hard for growers, and even for some green men, to realize the kind of pressure the present situation puts on roasters.

In the coffee industry, they are the front line boys. They're the ones who have to tell coffee buyers outside the trade proper—grocery executives and restaurant operators—about price increases.

They're the ones who have to bear the brunt of the explanations, who have to cope with misunderstandings and resentments, who have to try to convey to the people they sell to some basic understanding of the trend so that attitudes toward coffee will not be affected the wrong way.

That's why the "open letter" to restaurant operators and grocery executives, on the facing page, is being made avail-

able in reprint form, at cost, to roasters.

This is being done at the suggestion of roasters consulted in the writing of the "open letter". They feel the need for just such an authoritative explanation, to be mailed with—or after—their price notices, to their customers.

A note about one point in the "open letter". The count of the number of coffee beans in a pound of coffee is correct. Rather than take the number usually used, the figure was checked.

Fred Kohn, of Old Dutch Coffee, Inc., president of the New York Coffee Roasters Association, found by actual count that there were about 4,500 beans in a pound of roasted coffee.

You can add these last minute figures to the data in the "open letter".

Horacio Cintra Leite, U. S. representative of the Brazilian Coffee Institute, said Brazil had only 6,552,263 bags on hand for export December 1st. This would have to meet demand until harvest of the new crop begins in mid-June.

Brazil's new 1953-54 crop, Mr. Leite said, is now calculated at no more than 14,150,000 bags, about one million under the recent U. S. Department of Agriculture estimate.

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Editorials

The price of coffee

An Open Letter to Restaurant Operators and Grocery Executives

Recently coffee roasters announced price increases on their finished products.

As a buyer of coffee, you have a right to know why. With the facts at hand, you can work out a sound, constructive attitude for yourself and those you serve.

The direct reason for the increase is, in itself, a simple one: the cost of the raw product, green coffee, has gone up.

The coffee industry in this country doesn't produce any of the raw product. All of it is imported. The industry is a service operation—processing, packaging, marketing and distributing the coffee.

The American coffee roaster, by the way, is now operating on the smallest margin in the industry's history.

Coffee companies announced the price increases reluctantly. But the rise in green coffee costs left no other choice.

Why did green coffee costs go up?

For a reason as natural as the drought which hit our own Southwest last fall, bringing in its wake higher citrus fruit, vegetable and milk prices.

In July and August, frost severely damaged millions of coffee trees in Brazil, the world's largest source of coffee.

We are now entering the aftermath of that frost damage.

The effects are pronounced because the frost loss comes on top of an already tight world situation in supply and demand on coffee.

Annual world consumption is now a little over 33,000,000 bags of 132 pounds each. In the present crop year, which began on July 1st, 1953, the world is producing only 32,000,000 bags.

In fact, the world has been using more coffee than it produced ever since the 1946-47 crop year. In only three crop years out of the past 13 was there a surplus.

The extra demand was met by drawing on reserve stocks. Those stocks are now gone.

That is why the frost damage is being felt so keenly. Brazil hoped to get 16,600,000 bags this year. Only 14,100,000 will be harvested.

The aftermath of the frost will continue to be felt for a while. Trees affected will not be back to normal production for one or two years.

Why didn't coffee production keep pace with consumption? The reasons go back to changing conditions in the world, and in the producing countries.

In the early 1920's, coffee demand ran ahead of supply. Growers planted millions of new trees. By the 1930's, output was far ahead of consumption. With the depression, all commodity prices broke. Huge coffee stocks could not be sold at any price. Coffee farmers began to shift to other, more profitable products.

World War II shut off European markets, and Brazilian growers uprooted coffee trees to plant other crops. From 1934 to 1953, the number of producing coffee trees in Brazil fell one-third. Many of the two billion trees left are so old they only bear lightly.

Beginning in 1942, low price levels and surplus stocks of coffee in Brazil were accompanied by a great increase in U. S. consumption. Late in World War II production on the way down met consumption on the way up. But in the years since, except for the 1946-47 season, more coffee was used than was produced.

Recently Europe, too, has been seeking more coffee. Her coffee imports increased by 11.7 per cent in 1952.

In spite of the tight supply-demand situation, American consumers will have adequate supplies of coffee. This assurance comes from Joao Pacheco Chaves, president of the Brazilian Coffee Institute. In a recent press statement, Mr. Chaves said Brazil is giving special attention to coffee exports for the U. S. market, even to the extent of foregoing European orders to meet American demand.

Brazil is helping growers hit by the frosts to remedy the damage as soon as possible. Trees which were totally destroyed are being replanted. Over-all measures to expand production are being stepped up.

But coffee growing is a unique form of agriculture. It makes enormous demands on time, labor and capital. For example, if coffee were grown in the United States, one pound would cost six dollars!

A coffee farmer who plants a coffee tree must wait five years until it produces.


And then, when it does, the entire output of that tree for a year is enough for less than one pound of roasted coffee.

In that pound of roasted coffee are about 4,500 beans—each individually hand picked!

Coffee remains, therefore, a remarkably inexpensive beverage. And it is even more of a bargain than most Americans think.

An important part of the United States economy is dependent on coffee. Among the largest markets for our exports last year were the Latin American countries. The single most important source of dollars they used to pay for our exports was coffee.

As Americans drink coffee, they are doing far more than enjoying their favorite drink. In a deep and basic sense they are helping themselves — their jobs, their country's economy, their relations with their Good Neighbors in the Americas.



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MEMBER: TEA ASSOCIATION OF U.S.A.

the tea bag is 50

By HOWARD WHITE

The origins of the handy little tea bags are shrouded within the clouds of the unexposable past, and many there are who claim to have had a part in developing it. A search through the records and the memories of individuals who are old hands with tea brings forth not much more than conflicting details.

But two New Yorkers, according to our best sources, are generally considered responsible for the development of the very first commercial tea bag. In the period soon after the turn of the century, one Thomas Sullivan, a tea merchant in New York's spice district, began to distribute his tea samples in little cloth sacks which were far less expensive than the tins previously in use. Restaurant owners who received them demanded more and more of the bags of tea samples. To Sullivan's surprise, he discovered they were making their hot tea without even removing the sample from its cloth container!

So Thomas Sullivan's customers are probably the ones who most deserve the credit for discovering the usefulness of a cloth bag in preparing tea. This method of making tea became popular in our streamlined age because it put a stop to tea leaves floating around in the cup; it did away with the burden of measuring out proper amounts of tea; and it eliminated other cumbersome features of the older methods.

The other New Yorker who shares credit with Sullivan was a man named Louis Hirschhorn. A coffee-bag maker, Hirschhorn provided the small silk bags for Sullivan's tea samples. The popularity of tea in one-portion bags grew rapidly, and eventually Hirschhorn developed a machine which placed the tea in the sack, though it was still necessary to tie and trim the bag by hand. By 1910, fifty girls were employed by Hirschhorn, putting these finishing touches on his product.

From this point onward there were two distinct changes in the production of tea bags: 1) changes in the kind of materials from which the bags were made; and 2) the development of new and more efficient machinery for producing the finished, filled bags.

Hirschhorn was the technician of the early progress. Before World War I, he abandoned silk for the bags because it gave a slight taste to the tea. He began using gauze for his bags, and had a new machine built which measured out portions of tea, deposited them in bags, and then closed the bags with metal clips. These changes prepared Hirschhorn to form a new company to make tea bags under contract for the tea sellers, and his company is still in business today (as the National Tea Packing Co.—far and away the leading trade packer of tea bags.—Ed.)

The bags did not, however, become big business in the modern sense until other persons came upon the scene.

One day in 1919, William A. Upham was eating in the Cafe de Beaux Arts in New York City when he first



The evolution of the tea bag, as seen in the Lipton product.

saw a tea bag in use. Obsessed with the idea of marketing them, he approached a representative of Sir Thomas Lipton, whose name was outstanding in the tea business. Lipton's representative at first refused to see Upham, who thereupon made his way to the hotel suite of Sir Thomas himself. When Lipton heard his story and discovered that Upham had not been able to see his representative, he arranged for him to meet with another of his agents.

Thomas Lipton had started life as a rather poor boy in Glasgow, migrated to America, and had then become a very wealthy man by his astute use of aggressive American business methods applied to his own enterprise in England. Because Sir Thomas had vision and foresight, the Lipton company was sold on the idea of tea bags, and William Upham won an order to produce 500,000 for them. He designed his own machine for making them, and was so successful that his company was soon providing bags for the other major tea companies.

The economic pressures of the depression were burdening American consumers in 1929, the year in which the original Lipton tea bag for home use appeared in stores. Before that, tea bags had been produced for sale only to restaurants. Housewives, however, had observed their use when dining out, and were so eager to use tea bags at home that many of them began to purchase the commercial product from public eating places. Introduction of the tea bag into retail stores, therefore, was easy, and the new device was on its way.

Lipton's first tea bag was a cheesecloth sack, tied at the neck with a string, and identified as Lipton "Gold Label" tea. Sir Thomas, however, was annoyed by a slight taste of the cheesecloth in this tea, and so directed that only sterile, odorless surgical gauze be used for his bags. This type continued in use until 1937, when suitable filter paper bags were perfected, and they are still in use today.

The material used in them must prohibit the passage



A battery of Pneumatic Scale tea bagging machines in the Galveston, Texas, plant of Thomas J. Lipton, Inc.

of dust particles from the leaf into the cup, but it must also permit liquid to circulate through it easily. At the same time, the material must withstand boiling water without disintegrating, it must be inexpensive, and it must be able to undergo the rigors of machine handling. Most

important, it must add no foreign flavor to the tea.

Over the years the machinery for filling tea bags, sealing them, and getting them ready for market has changed dramatically. The early hand-operated machines which produced only two or three hundred bags per hour have been replaced by machines which now turn out hundreds of bags per minute. The bag itself has progressed from a hand-tied, China silk sack, through hand-sewn gauze, then to the development of machine-sewing for both gauze and paper, and finally to the present tea bag, which consists of special filter paper, about two inches square, sealed on the edges by compression and heat. The modern machine feeds the correct amount of tea for a single cup from the hoppers into the bag, seals it, attaches a string and label to it, and delivers perfect bags to the packaging stations to be boxed.

The Lipton firm was the first large commercial tea company to recognize the value of tea bags and to present Lipton tea in this convenient form.

Sir Thomas Lipton, who was able to introduce tea bags to millions of consumers, would have been delighted with the modern care and efficiency being exercised to preserve the flavor of good tea in the Lipton factories and in other plants.

So, happy birthday to the tea bag! May it continue to reward tea-loving consumers with fine, brisk cups of tea, as it has for the last 50 years.

Tea Council invites packers to tie brands to tea bag celebrations

Tea packers are being invited by the Tea Council of the U.S.A., Inc., to tie their brands to the celebration of 1954 as the golden anniversary of the tea bag.

"It's a proud year for the tea industry", the Tea Council declared. "Fifty years ago the tea bag pioneered what is today's big merchandising idea—pre-measured portions."

The Tea Council pointed out to packers that the anniversary provided a great exploitation opportunity, "a year-long industrywide birthday celebration you can use to glorify the convenience, ease, economy, neatness, etc., of using your tea bags."

The Tea Council is announcing the anniversary celebration at a press party this month in New York City for 200 TV, newspaper, magazine, and radio people.

The tea industry will be awarded a golden lemon by Sunkist; a golden teapot, cup and saucer by the American Pottery Association; a golden milk bottle by Borden's; a golden sugar cube by American Sugar Refining; a golden teaspoon by Borden's; as well as other recognition awards.

The Tea Council has produced, especially for the anniversary, a seven-minute movie, "Tale in a Teabag". Dramatizing the history and brewing advantages of the teabag, the film will be circulated during the year to TV stations, schools, clubs, etc.

Plans call for a teabag task force of U. S. tea men to make guest appearances on TV and radio shows in all parts of the country.

Teabag news and feature stories will be sent throughout the year to the nation's media.

The Tea Council pointed out that in their promotion packers can stress the golden rule for tea bag brewing—one bag per cup.

"If people used one bag per cup today, tea bag sales would be up 8,170,000 pounds—or 1,634,000,000 tea bags—right now, without the aid of one new tea drinker," the Council said.

Packers can order a copy of the artwork for the anniversary seal from the Tea Council.

"Use a golden sleeve around your teabag packages to sell the advantages of your tea bags, or print it on the package," the Tea Council suggested.

Moreover, the anniversary seal can be printed right on the tea bag tags.

The anniversary seal can also be used in packer advertising, along with mention of the pioneering of the tea bag as one of the first "pre-measured" items to make the housewife's life easier.

The seal can be used, too, on grocery and restaurant point-of-sale material. The anniversary can be made the springboard for mass displays of tea bag packages in grocery stores, the Council declared.

Direct mail, sales promotion material, and stationery might have the seal printed on them; or stickers can be ordered at cost from the Tea Council.

Weak, but not helpless

"Cup o' tea, weak", said a customer at a London cafeteria. When the beverage was brought to him he eyed it critically.

"Well, what's wrong with it? You said weak, didn't you?" asked the waitress.

"Weak, yes", was the reply, "but not 'elpless".

new consumer habits



New patterns of casual living will influence your sales — upward, if you point the way.

By MARGARET E. BALL,
Creative Director
McKim Advertising, Ltd.

This article on new trends in consumer habits in Canada is excerpted from a report to the recent convention of the Tea and Coffee Association of Canada.

It is significant that while over the years food and beverage variety have widened amazingly, tea and coffee have retained a practically unchallenged position in the hot drink field.

Perhaps to tea and coffee people anything else would be unthinkable. Tea and coffee have always been, and always will be the basic hot beverages—and for any number of reasons your industry could advance.

But out of a mounting consumer need for something like butter, but cheaper than butter, came margarine to challenge the dairy interests—and to establish itself with the new group of buyers. Fluid milk marketers have now found that the public is not quite so dependent on them as it used to be. Powdered milk marketers are proving to the housewife that she doesn't need to be without milk.

Perhaps the policies of the tea and coffee people and the skills of their distributors, the power of the merchandising and promotion done on their behalf, have scored a remarkable victory.

But we have seen habits change to embrace many types of cold beverages. Fortunately, a large part of this volume has been at the expense of the cold water tap, and what appears to be the increased capacity of the individual to absorb liquids other than plain water, a very unfashionable beverage these days. Much of this business has been extra buying.

Consumer buying habits changed amazingly between 1913 and 1938, and certainly between 1945 and 1952 — but changes keep going on, new patterns of buying keep forming. We find that in 1951 the value of production on carbonated beverages went to \$90,000,000, from \$28,000,000, in 1938 — with gallonage going from 43,000,000 to 94,000,000.

Our new patterns of casual living, indoor and outdoor eating, should bring iced tea and coffee more and more into consumer favor . . . and more quickly, of course, if your merchandising and advertising points the way.

Modern coffee makers of all types have been readily received. Everywhere, in small space, women are encouraged to use all the time and space savers offered. And it is smart to do so. Many of our old social and work concepts have been discarded, gradually but surely. The good cook is now the woman who can prepare appetizing meals or refreshments with ease and speed.

Now here's a troublesome point. The glass and plastics people have done a great deal for cold beverages, but not too much for hot ones, especially tea. The china industry—at least Canadian and English sources of purchase—do not appear too aggressive in promoting new living items for tea and coffee. Some things, yes. We have coffee mugs, some quite smart and colorful.

Coffee bars and java shops and counters are everywhere pulling the public in off the streets with the fragrant aroma of coffee. You could wish that the fragrance of tea was a little less subtle. Perhaps something could be done about that. Stranger things are happening. In the great increase in public eating places something did fade away, the tea room.

One break for tea is that a percentage of consumers feel that too much coffee, or perhaps coffee at night, is not good. Nearly all consumers feel that tea has no such disadvantage, that tea agrees with everyone, in health and in sickness. At present there is a great national interest in health. Health articles outpull fiction in many publications.

The young adults are marrying young, and they can marry young because it is now socially acceptable, and really no reflection on the young man, when his bride continues to work. This has had, and is having, an effect on consumer habits. We see 55 per cent of today's brides hurrying home from work to get a decent meal together in 20 minutes flat.

She has a teapot, but aside from her good one the teapot may not be very smart. Our bride has a coffee maker, very smart, and a small percolator, and likely two types of coffee, regular and instant. For a time she may have apologized for the instant, saying, "It's quicker", or "It's not worth making coffee for two cups", or "We always have real coffee on Saturdays and Sundays". She has tea, of course, likely tea bags, but the "city" young adults have coffee oftener.

In the living room today our young adults have a coffee table. Whoever started calling practically any low table placed anywhere a coffee table did a remarkable sales promotion job for coffee. It was a slight disservice to tea.

Twenty-five years ago our bride's mother had a tea-wagon. They are disappearing in the new consumer patterns. In those days practically any small table of regulation height was called a "tea" table. Now they are called "occasional tables". Women had tea hats and tea dresses. Now they are called "cocktail dresses" and "cocktail hats" and are advertised as for "the cocktail hour". All over Canada women

are wearing these items for more occasions on which tea and coffee are served than for cocktails . . .

The gift outlets today are promoting cocktail tables, TV tables, drink servers, ice buckets, hospitality sets of various kinds. If we want consumers to make, to serve, to drink more tea and coffee modern living items for those purposes should be encouraged.

In the new living patterns there are coffee breaks, coffee tables, coffee servers, coffee makers. From the bakers and bakeries are coming more and more coffee cakes of different sizes, shapes and taste. U. S. trends and our new citizens have encouraged these items.

But there have been relatively few things for tea encouragement. I haven't seen a new idea for a tea cozy (an old-fashioned word) for a long time. Anyway, perhaps it should be called a "tea keeper" or "tea hood" or something. They or substitutes could be delightfully modern. And there are too few new teapots or teamakers to meet the contemporary scene of functional, colorful, modern living. I am not referring to the silver teapot which is, and always will be, beautiful. But tea sales would shrink if we waited for the special occasion. The Pyrex or Flameware teapot is modern, practical and efficient. There is now a teapot with insulated cover. It should do well. And particularly well, if it could be supplied in decorator colors, and in a price variety.

Calorie consideration is becoming a factor in food and beverage sales. You are in a happy position on this trend. Both tea and coffee have the advantage of lively flavor, a definite taste in themselves. They carry few calories, a claim that it is difficult for other beverages to make. Per-

haps this is a good omen; perhaps more of this information will be put into the minds of consumers.

Even at this hour you may say, "What's the matter with the modern housewife?" How fast does she want things to be? She has tea bags. But this is Canada. Women here use a tea pot to make tea. The bag-in-the-cup business doesn't go well. So she has to get out the teapot and she has to let the tea steep, and after she has to empty the teapot. With soluble tea anyone in the house might make a cup of tea anytime—one kettle, one cup.

Reports indicate that soluble coffee is running to almost 25 per cent of the total coffee purchases in Canada. But maybe instant tea is coming. Maybe it's later than consumers think. Few Canadian consumers do not know that there are instant teas on the market over the border, and perhaps some in some outlets here.

Consumer habits are changing constantly. On every hand now irrespective of income brackets, Canadians trend to less formality, simpler, more casual, more convenient patterns of living — all of which will affect what Canadians eat and drink, and in what form shoppers will go for your products.

Diziki named Carter, Macy vice president

Joseph Diziki, of the Carter, Macy Co., Inc., New York City, importers to the tea trade since 1846, has been named vice president of the firm, it was announced last month.

Widely known in the tea trade, Mr. Diziki has been active in industry affairs. He is now a member of the board of directors of the Tea Association of the U.S.A., and was formerly president of the Tea Club.

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the possibilities of mechanizing tea cultivation

By S. J. WRIGHT

Decisive changes in tea are fairly easy to see when you're looking at history. Trying to see them in the future is an entirely different matter. Yet every industry, every business, is required by economic necessity to sift current data for possible indications of new, basic trends.

In tea, one such decisive change is clearly in the making.

Whether it happens in the next few years, or in the next few decades, tea growing will surely be mechanized.

Here, from a report in the Tea Quarterly, journal of the Tea Research Institute of Ceylon, is a comprehensive review of the current situation in mechanized tea cultivation, with specific reference to Ceylon.

This report is the outcome of an invitation, under the Colombo Plan, to pay a short visit to Ceylon to examine the possibility of mechanizing tea cultivation, with particular reference to replanting.

Ceylon tea uses more labor than any other large-scale crop in the world. The number of workers on a tea estate is at least 20 times as great as on a U.K. farm of the same size, growing crops with a high labor requirement, like sugar beet or potatoes, yet the value of production per acre is not much greater. But the lower labor requirement of Western farming is not so much the result of mechanization in its modern sense of tractors and combine-harvesters, as of much earlier developments, like that of the reaping machine in the early 19th century. In most Western farming it is more than 100 years since primary crops like grain or hay were harvested—and far longer since any general cultivation was done—by hand. By contrast, everything in a field of tea is still done either literally by hand, or with hand-wielded tools.

It is also worth noting that most early developments in mechanization were brought to practical fruition as the result of acute labor shortage; as, for example, when the prairies had to be opened up by the unaided efforts of the first pioneers and their families. But in Ceylon tea there is no general shortage of labor; while if during peak work periods there are occasions of temporary shortage, these only accentuate the fact that at other seasons surplus labor may have to be employed unremuneratively. Here, the reasons for considering mechanization are economic ones in the purely financial sense.

On the one hand, the general urge towards higher wages and better living conditions on the part of a very large labor population has brought about a sharp and still continuing rise in the cost of producing tea. On the other hand, in the main consuming countries—where the same rising curve of wage rates and purchasing power is almost certainly nearer its peak—the price of tea is rising to the point at which what has hitherto been every man's beverage may become a luxury.

If mechanization is to be worthwhile, it must aim at making it possible for tea to be produced with a substantially lower labor requirement all around.

In the writer's view, this means that attention should mainly be concentrated in one or both of two directions—

on the jobs with a high labor requirement which go on all the year round; on the peak labor seasons which, if they exist, will determine the size of the labor register. It seems obvious that mechanization will not be fully effective unless it can be extended actually into the tea field itself.

One obvious difficulty in the way of mechanizing field operations is the nature of the terrain; the steep and rocky slopes that are so regular a feature of tea estates. But a still more general one lies in the present arrangement of the tea bushes themselves, and the virtual impossibility of maneuvering any mechanically propelled appliance between and around them. Because of this, even where there are no steep slopes or rocks, immediate field mechanization is likely to be practicable only at the level of the appliance which is carried, together with the engine that drives it, on the laborer's back. Appliances of this kind are already being used experimentally for both mechanical plucking and spraying; but what they can accomplish in labor saving is limited, while it is doubtful whether the principle can be applied as effectively to other essential work.

More effective field mechanization will almost certainly depend on getting some kind of mechanically-propelled power unit into the tea field. This may be some kind of tractor pulling or carrying its own implements, or it may be no more than a means of providing a larger and more robust

(Continued on page 54)



Transporting plucked tea in Ceylon by aerial ropeway.

Max Tito retires as Salada tea buyer; John Halloran succeeds him in key post

The Salada Tea Co., Boston, has announced that Max Tito, who has been with Salada since 1912 as tea buyer, tea taster and manager of the tea department, will retire at the end of January, 1954.

Mr. Tito's career in the tea business carried him into three separate countries and covered over half a century.

The appointment as Mr. Tito's successor goes to John F. Halloran, a Salada veteran. It was 33 years ago, as a lad of 20, that Halloran started with Salada. Under the expert guidance of Mr. Tito, he learned fast, and has since become an outstanding figure in the tea trade in his own right. Since 1949, Mr. Halloran has been a member of the United States Board of Tea Experts, serving as chairman during 1951-1952.

Born in Hamburg, Germany, in 1887, Mr. Tito came into the tea business when he took his first job with a tea import and export firm in Hamburg at the age of 14. Following the custom of the time, and motivated by his liking for the work, he served out a three year term of apprenticeship. Then a better position, offered by another company, brought him to London.

Eight years later, while only 25, he was given the responsibility of opening Salada's London office, which he performed with great success. This was quite an achievement for so young a man, and Max Tito still likes to regard it as his most significant accomplishment.

Max Tito, was, however, only getting started. He was

destined to travel to still another land and to take on even greater responsibilities. In 1920 he was selected to be head of the tea department of Salada's United States headquarters in Boston. Once again, Max Tito packed his bags and moved westward—only this time he was destined to stay.

For 33 years, up until the present day, Mr. Tito has been responsible for buying and blending the teas that go to make up the Salada blend. During this time, his outstanding ability and likeable, forthright manner gained him the friendship and respect of his associates in the trade. The success and growth of the Salada Tea Co. and its outstanding reputation for quality tea can be attributed in no small measure to Mr. Tito.

Now, with his long and admirable record of achievement in the tea industry, Max Tito, one of the leading tea authorities in the United States, is retiring. His countless friends, here and abroad, wish him well.

Tea Club holds first meeting of 1954

Its first meeting of the new year is being held by the Tea Club, informal New York City tea organization.

The meeting is set for January 20th at the Antlers Restaurant on Wall Street. Members will begin gathering at 5 p. m.

A short program is scheduled, along with the presentation of door prizes.

Membership is open to anyone in tea trade or in an allied field, Tea Club President Allan McKissock emphasized. Non-members are also invited to attend the January meeting, Mr. McKissock declared.

Additional details are available from Elaine Kroner, Tea Club secretary, at Standard Brands, Inc., 93 Front Street.

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India raises tea export allotment for current year

India has increased her export allotment of tea for the current year.

The increase, effective immediately, is from 424,860,327 pounds to 437,048,942, or 125.5 per cent of India's standard quota.

In view of the rise in tea prices, this move was expected to bring more foreign exchange to India.

India to export tea to Russia under new trade agreement

India expects to export about 30,000,000 pounds of tea to Russia during 1953-54 under the Indo Russian Trade Agreement recently concluded at New Delhi, according to trade circles in Calcutta.

This quantity, according to these reports, may be increased if conditions prove favorable.

Pakistan names tea licensing committee

Pakistan has announced the constitution of the Pakistan Tea Licensing Committee, which controls tea cultivation and export.

The deputy commissioner of Sylhet has been appointed chairman of the committee.

The members are: Habibur Rahman, director of industries, East Pakistan, Captain Rashid Ahmad, nominee of the Paki-

stan Tea Association; C. F. Goodchild, H. S. Mukherjee and E. Hadson.

The Committee has been constituted under the Pakistan Tea Act of 1950.

Seeman constructing new office, warehouse building

Seeman Brothers, Inc., distributors of White Rose foods, have acquired a seven-acre plot straddling Manhattan and The Bronx at 225th Street off Broadway, and will shortly begin construction of a 350,000-square-foot office and warehouse building.

Seeman Brothers' present location is at Hudson and North Moore Streets.

The new building, designed by architects David and Earl J. Levy, will be custom-engineered exclusively for the handling and warehousing of food products on the most modern, assembly line basis.

A N. Y. Central Railroad siding will end inside the building, and there will be 36 bays for trailer trucks on either first or second floor levels.

Warehousing facilities comprising 250,000 square feet will be on the first floor level. Manufacturing and office facilities comprising 100,000 square feet will be on the second floor level.

The new building will provide facilities for the continued expansion of this 68-year-old business. The building—with warehousing, manufacturing and office facilities combined in one modern integrated unit—will provide maximum efficiency and improved service to retail customers, the company said.

Occupancy is scheduled for December, 1954.



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Tea prices stiffen as trade sees tight supply situation

Tea prices climbed steeply in the world's markets as the industry began to shave estimates of production and reserves.

In London, Sir Eric Miller, chairman of Harrison & Crossfields, said that present indications pointed to a North India output in 1953 of 20,000,000 pounds less than the 508,000,000 pounds in 1952.

South India will produce about 120,000,000 pounds against 113,000,000 pounds, he said. Production in Ceylon is estimated at 330,000,000 pounds, against 317,000,000 pounds.

In Indonesia, unsatisfactory labor conditions and the incidence of blister blight will reduce the crop to 76,000,000 pounds, equivalent to only 42½% of production before the war.

Sir Eric said that no authentic figures are available for China, but production in Japan will probably be about the same as last year's figure of 127,500,000 pounds, of which 21,000,000 pounds were exported.

Formosa will probably be 5,000,000 pounds down on last year, when 20,000,000 were exported.

Sir Eric thinks an average stock in the United Kingdom of less than 100,000,000 pounds, on hand now, "is not sufficient to guard against unforeseen factors which may bring about temporary but disturbing price movements."

Consumption of tea in the United Kingdom is now about

470,000,000 pounds annually, but apparently producers have not sufficiently allowed for the rapid expansion of tea drinking in the United States, Canada, Australia, New Zealand, and South Africa, where consumers are willing to pay prices which make the drinking very expensive for the British working class, it was indicated.

Sir Percival Griffiths, adviser to the Indian Tea Association, London, and a former member of the Indian Legislative Assembly, stated that the Indian tea industry had now fully acquired the technique of adjusting supply to world demand.

He added, in an article in the London *Financial Times*, that the continuous watch kept over market conditions by those concerned was reasonable ground for the belief that overproduction would not again be allowed to force prices to uneconomic levels.

Sir Percival said that in 1952 the prices of many Indian teas fell below the cost of production for the simple reason that there was more tea on the market than the world could consume.

"North India's producers decided to run no risks and agreed to regulate 1953 production," he added.

"The most satisfactory feature of this agreement was the close cooperation and mutual trust between the British and Indian sections of the producers.

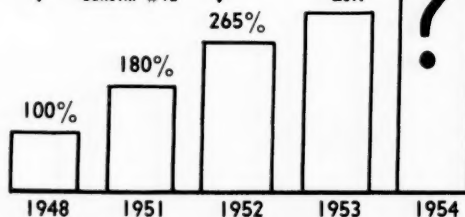
"South Indian tea companies did not enter into the agreement, but it was evident that they realized the necessity of avoiding overproduction, and, moreover, that they, too, proposed to tighten up plucking standards.

"The knowledge, however, that tea would not be produced in excess of world requirements has had a remarkable tonic

Eastern **TAKE A TEA AND SEE... EXTRA SALES... EXTRA PROFITS**

INCREASE OF ICED
TEA BAG SALES
TO RESTAURANTS
AND INSTITUTIONS

(Tea Council Research
Bulletin #12)



Backed by Tea Council's Biggest TV advertising campaign in history... America's iced tea sales will reach new high!

**NOW GET READY FOR YOUR BIGGEST
ICED TEA YEAR IN HISTORY...**

With tea prices already up 25% and rising... it's good business to place tea orders now because **EASTERN HOLDS PRICES NEAR LAST YEAR'S LEVEL.**

- ONE OZ. ICED TEA BAGS
- GIANT FAMILY-SIZED ICED TEA BAGS
- FREE PACKAGE DESIGN SERVICE FOR INDIVIDUAL TEA BAGS

**FOR YOUR SPECIAL PRE-
SEASON DISCOUNT...ACT NOW!**

EASTERN TEA CORPORATION
DEPT. IT STATEN ISLAND 10, N. Y. Gibraltar 2-1110

effect on the market. Confidence has been restored and economic price levels have been maintained throughout the season.

"If important sections of the industry are to survive, two or three good years are essential."

Chastened by the experience of 1952, but encouraged by the success of 1953's output restriction scheme, the North Indian tea industry has decided that voluntary crop regulation must be permanent, Indian Tea Association chairman, S. H. Davies, said.

"It is quite clear that if we are to keep prices at a reasonable level, we must continue with the crop regulation scheme," he declared. "Without some such action to see that supply and demand are kept in reasonable relation, we shall always have the threat of surplus tea and abnormally low prices hanging over our heads."

Mr. Davies said that the industry would use the experience it had gained in the first year's working of the regulation scheme to make it more effective and fairer to all producers in future seasons.

Endeavors will also be made to bring into the scheme all the producers who did not join in 1953. Only 80 per cent of North Indian gardens are now party to the regulation program.

The ITA chairman emphasized that "the object is not to create a shortage of tea and thus obtain high prices for our produce, but to keep production in reasonable relation to demand. Were we to create an artificial shortage of tea with crop regulation, our markets for tea would contract, and I think we all realize how adverse that would be on a long-term basis. The alternation of high and low prices is something which we must seek to avoid."

70 TV stations show "No Dishes Tonight".

Tea Council—Restaurant Association film

The four-minute, non-commercial TV film, "No Dishes Tonight," produced by the Tea Council in cooperation with the National Restaurant Association, has been shown by over 70 TV stations across the country. Some stations have requested the film two or three times.

The film offers answers to various problems that confront the average American family when they dine out—such as what is a proper tip, who should order, French words on the menu, and how to see that a check error is corrected.

William O. Wheeler, president of the National Restaurant Association introduces a typical family group in a restaurant each problem as it arises.

"No Dishes Tonight" is available to managers of TV stations, without charge, from the Tea Council.

Station response shows that the film is ideal for use in conjunction with family type programs or as an educational filler.

Woman ends 101 day fast with tea

Mrs. Cornelia Foster, a 61-year-old Johannesburg, South Africa, housewife, has sipped a cup of tea, breaking a fast which she claimed lasted 101 days.

She lost 50 pounds, going down to 238.

Says green tea is key to her 103 years

Mrs. Ellen M. Lyons, of Oneida, N. Y., celebrating her 103rd birthday attributed her long life to "good behavior and plenty of green tea."

JANUARY, 1954

Fine Quality Tea— Always

Clement M. Hakim
Tea Importer
91 Wall Street
New York 5, N. Y.

STANDARD BRANDS sets the STANDARD of QUALITY!

"PRESSURE PACKED"

Chase & Sanborn

—"Dome Top"

Coffee



**Tender
Leaf
BRAND
TEA**

STANDARD BRANDS INCORPORATED

Tea Movement into the United States

(Figures in 1,000 pounds)

	Sept. 1952	Oct. 1952	Nov. 1952	Dec. 1952	YEAR 1952	Jan. 1953	Feb. 1953	Mar. 1953	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953
Black																
Ceylon	4,212	3,338	1,973	2,642	42,188	3,546	4,132	4,965	4,676	3,368	3,678	4,060	4,036	4,832	3,976	1,831
India	4,361	3,173	2,725	3,593	35,804	3,798	3,343	4,982	3,988	3,288	2,524	2,591	1,432	2,334	3,817	2,335
Formosa	12	10	41	115	1,581	...	77	70	79	238	52	130	138	159	221	305
Java	757	569	496	570	7,814	400	299	818	792	543	513	783	337	416	758	527
Africa	151	55	132	316	1,614	175	307	270	437	781	498	230	157	327	406	87
Sumatra	235	34	129	120	2,217	280	405	314	287	705	341	439	164	346	518	420
Misc.	36	8	32	24	193	24	353	8	3	62	45	139	32	106	102	368
Green																
Japan	473	212	192	38	2,483	73	25	114	58	107	87	185	699	779	314	214
Misc.	15	49	118	34	8	28	9	47	15	...	10	50	40	68
Oolong																
Formosa	11	27	56	20	207	12	9	17	4	...	3	1	17	45	53	61
Canton	26	1	18	4	15	11
Sentd Cntn	32	4	2	8	15	5
Misc.	...	5	1	...	10	15	...	6	25	4
Mixed	6	8	3	4	92	6	12	...	2	2	27	5
TOTALS	10,268	7,490	5,780	7,443	94,559	8,348	8,659	11,601	10,400	9,164	7,758	8,561	7,061	9,410	10,262	6,237

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

the possibilities of mechanizing tea cultivation

(Continued from page 49)

source of power than the laborer can carry on his back. But the use of any such appliance will of necessity be bound up with the introduction of a more appropriate bush pattern—i.e. one which gives room for a small tractor or something of the kind to maneuver—as and when tea is replanted, or new areas are opened.

Replanting with high yielding clones is already being seriously considered as a means of higher production, and on several estates newly planted areas are to be seen at all stages, up to bushes just in production. But in every case the replanting has been done in a manner which is likely—because the rows are too close together, with no provision for turning at the ends—to prohibit mechanization for another 50 years. If, therefore, the wider possibilities of mechanization are to be seriously considered—and it may be said immediately that, in the light of subsequent discussions, there is a case for doing so to be made out—then the institution

of experimental work to determine the most suitable replanting pattern is a matter of urgency.

It is understood that by government ordinance all replanting will be done on the contour. This will tend to reduce the difficulties arising from steep slopes, as well as from open field drains, although here, again, experimental work on arrangement will need to be done.

Analysis makes it clear that at least from the standpoint of effecting an over-all reduction in labor, plucking and weeding are the two operations most worthy of study. Together they account for nearly three-quarters of the whole labor expenditure on field works; while both go on almost continuously throughout the year. In theory, therefore, any labor that can be saved in either plucking or weeding represents labor that can be dispensed with entirely. Mechanical plucking—which involves questions concerning bush management and quality to which there are no definite answers at present—is discussed in some detail later in this report. In the meantime, mechanical weeding provides an immediate illustration of what fairly straight-forward mechanization might accomplish.

(To be continued)

HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

We offer a comprehensive Tea Brokerage
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

accent on sales



By JERRY FOLEY, Sales Promotion Manager
Rossotti Lithograph Corp.

This straight-from-the-shoulder statement on package design is another in the series of comments—all of them stimulating, whatever else your opinion might be—which have been coming from Mr. Foley's desk in the shape of an informal company letter called "Self-Service Merchandiser."

Recently we read an account of an address by a leading industrial designer who claimed that there is "too much emphasis on appetite in packaging at the expense of brand identification".

Now we ask you! What impels a woman shopper in self-service stores to select one package as against another? Is it because she has been so completely pre-sold by its advertising? Will her loyalty to *your* brand compel her to select *your* package, if some competing package has a greater appeal to her appetite?

Your advertising and your brand name *used* to carry most of that load. That was back in the days when women planned most of their meals at home. In those days packages had less need for a "use" pictorial. Brand identification in the store usually clinched the sale.

But today, women plan most of their meals *in the store*. More than 75 per cent of them carry *no shopping list at all*. The shopper makes her decision, and her selection, from the many packages displayed right in front of her. Most of them are within arm's reach. The package details are as clearly visible to her as were the details of your ad, when she read it at home.

A significant change in buying habits, and one we keep constantly in mind in designing food packages is this: Today, women shoppers have a *loyalty to the store* where they buy their food. They believe everything carried by their store is reliable.

The self-service stores have earned that loyalty. They guard it as jealously as they would any other major asset.

Today's shopper has a choice between many competing packages, each conveniently displayed right before her eyes. And she is conditioned to have *faith in any one of them* that appeals to her.

If we cannot deny these facts, we should face them. If we accept them, should we not then admit that pre-selling has lost some of its former power, and that modern selling methods have put a new sales load on your package itself?

Since 60 per cent of women's purchases in these stores are made on spur-of-the-moment decision, what are the deciding factors in making these decisions?

Brand name is important. Pre-selling is important. But the *IMPULSE* that causes the woman to select *your* package from among others on the shelf, *is the most important of all*.

Have you spent a few hours recently in a supermarket, yourself, observing—just observing—what the woman shopper is doing?

She is planning a meal for her family. She pauses only a few seconds while she makes up her mind on each purchase: "Will Dick like this for dinner? Will the children like it? Will I?"

Most food advertisers give first importance to appetite appeal in their ad copy and illustrations. Why is that? There must be a reason.

They know that the appeal to the appetite is one of the best means of arousing a basic human emotion—the desire to eat. But the woman reads your ad *at home*. Several hours, days or even weeks elapse between the time she reads your ad, and the time she is in the store to buy.

Suppose your advertisement has pre-sold her on the enjoyment of eating a certain dish. By the time she reaches the store the impression has dimmed. Myriads of other impressions, all part of today's living pattern, have intervened.

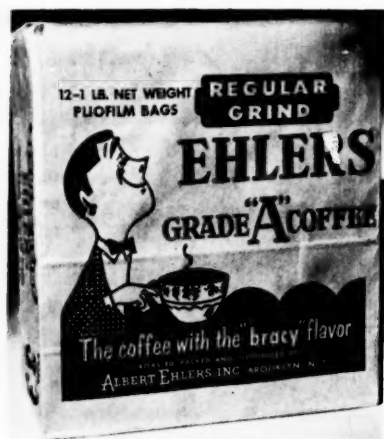
If the appearance of *your* package on the shelf of the self-service store *fails to re-create* the mood engendered by your ad, but if the appetite appeal of your competitor's package *does* re-create it, which do you think she will buy?

We have seen this happen many, many times in self-service stores. The shopper will pass by the heavily advertised brand whose package has little or no appeal to her appetite, and select the non-advertised brand whose package has a greater appeal.

When this happens to *your* package, pre-selling works for your competitor, not for you.

But if *your* package *does*—and does by its appetite appeal—re-create the buying mood aroused by *your ad*; this at the point-of-sale and at the vital instant-of-decision, you have solved today's greatest merchandising problem.

Another famous designer recently distributed a check list for designing packages. This list contains eight functional



This shipping container, made by the Union Bag & Paper Corp., has an automatic bottom construction. The bottom is already formed, making it easier for the packer to open and fill. The filled, sealed container also makes a neat, compact unit which stacks easily.

tests. "Does It Sell?" is listed last. Perhaps he didn't have food packages in mind, or maybe his mind just works that way. We admit his other points, ranging from cost through production and shipping, all are pertinent.

But, we submit, *sales should come first* in all package designing. For if your package doesn't sell, the other points will not bother you very much.

This is not an attack on designers—just a lament on some of their conclusions.

Sees 10,000,000 pounds of tea produced in Portuguese East Africa in 1953-54

Financial stress due to the collapse of prices in 1952 forced drastic reductions of labor forces upon some Portuguese East Africa estates which were absurdly under-capitalized.

This is reported by J. H. Ulrich in the *Tea and Rubber Mail*, London.

Many gardens were under weeds to the extent of having to be partly abandoned, plucking rounds took as much as 22 days and the loss of crop was enormous.

The green leaf crop for 1951-52 reached the record figure of 33,839,000 pounds, and dropped 31,517,000 in 1952-53 in spite of considerable areas that came into bearing and the increase in yields which should have been normally expected from new gardens.

In this respect the situation has now improved and labor forces are being restored to normal figures. This and the resumption of sulphate of ammonia applications, which had also been suspended, coupled with promising climatic conditions, should make it safe to forecast an outturn of over 10,000,000 pounds made tea in 1953-54.

Season 1952-53 started on the general understanding that Portuguese East Africa producers had to make an effort to show the consuming markets what they could achieve in respect of the quality of their outturns.

A policy of fine plucking was adopted, and every care was exercised to bring out the best qualities in the finished product which, in fact, was generally satisfactory in appearance. Liquoring qualities, flavor and briskness also improved considerably, and it can be reasonably expected that the experience gained will lead to the production of further

improved teas in the forthcoming season.

Unsatisfactory natural withering conditions will always prevail at the peak of the season in most areas in the district, and this—a key note in tea manufacturing—can only be remedied by increasing withering space and building new factories on well-ventilated hilltops free from excessive humidity, and where air and temperature control can be exercised to some extent by the simple system of manœuvring large louvered windows.

Portuguese East Africa teas from the 1952-53 crop obtained encouraging prices at the London auction sales, where full invoice averages ranged between 3s. 2½d. and 3s. 5½d., and few breaks sold at well over 4s. per lb., a break of Mococho F.O.P. having fetched the record price of 4s. 2½d.

Considering that all Portuguese East Africa, Indonesian and Belgian Congo teas imported in the United Kingdom pay 2d. per lb. import duty, whereas teas from all other producing countries are exempted from this duty, these prices can be looked upon as satisfactory and point to interesting possibilities for the future.

South Africa and the United States, the former main markets for Portuguese East Africa, were slow to develop a reawakened interest in local offerings, but eventually did buy limited quantities, although the majority of Portuguese producers gave manifest preference to London.

In the Gurue area, for the first time since its inception, a general policy of early pruning was adopted, and on most estates this operation was completed by the end of July or early August. Rainfall in June and July was exceptionally favorable and ran through successive days of light, soaking rains. The first new season invoices should be ready for shipment by the end of October.

Another interesting point is that many planters are beginning—at long last—to use leguminous shades, and a number of interesting experiments have been started with *Boga Medeloa* and *Albizia Glaberscens*, an indigeous tree very similar to *Albizia Stipulata*. The writer has started a nursery of the latter, and experiments will be made in due course if its adaptation is satisfactory.

On the manufacturing side, it is gratifying to see that every estate has endeavored to improve as far as possible upon existing conditions. Factory output capacities have been augmented, new machinery has been purchased—in some cases with considerable financial sacrifice—and withering conditions have likewise been bettered.

Such efforts to obtain a good crop, both in quantity and quality, deserve to be crowned with a certain measure of success, and all Portuguese East Africa planters will be entering the new season in the expectant hope that their efforts will be duly compensated.

Whose sugar and cream?

In his many years as a cafe operator, Bruce Allison has come across numerous "lunchers"—persons who carry their own lunch into an eating place and merely order a cup of coffee.

So he wasn't too surprised when two women sat down in a booth and unwrapped lunches.

But a short time later, Allison noticed steam coming from the booth.

He investigated.

The women were calmly brewing their own coffee with a canned heat percolator.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the outlook for flavors in 1954

By WILLIAM H. HOTTINGER, Jr., President
Flavoring Extract Manufacturer's Association

What is going to be the position of the flavor industry at the end of 1954? Are more flavors going to be sold? Are the costs of raw materials going to be up or down? Will the volume of business be greater or less than in a normal year? These are all questions that must arise in the minds of all executives in this line of business.

Fortunately, the flavoring industry caters to human wants and desires, particularly in food, which is an every day necessity. Food is something that human being must have day in and day out. The food industry, and in that I include the beverage industry, is not like automobile manufacturers, radio manufacturers, or manufacturers of other heavy goods, appliances and the like, which the public can put off buying if need be, until possible better times or better prices.

While everyone might tighten his belt a little bit, the amount of food consumed, including beverages, will never drop percentageway, as can be the case with other industries. I believe flavor people are in an unique position as far as stability of industry is concerned.

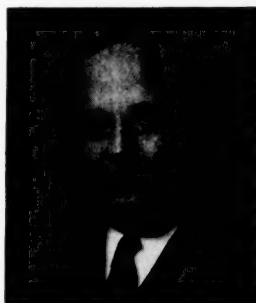
All food and beverage manufacturers realize that no matter how fine a food or beverage may be, no matter how good it looks or smells, if it doesn't taste right to the majority of consumers, it will soon pass off the market, and someone else's product which, everything else being equal, has a better taste appeal, will take over.

I am one of those in business who does not believe that we are headed for a depression. I just can't see it, even though for years the country has been run, apparently, on a war basis rather than on a peacetime economy basis. True, I believe there will be some slackening in the manufacturing of many lines, but not to such an extent as to demoralize any particular phase of our

economy. This country will still be producing a tremendous amount of material for national defense, wages are still high, and the population of the United States of America is increasing at a rate higher than ever before in history, which means more demand for all of the necessities of life. And, the demand as far as possible will be on the basis of American standards.

I believe, therefore, that the flavor manufacturers who put out meritorious and wholesome products at fair prices will have only a small decline, if any, in their volume for 1954. I believe there will be a demand, however, for better and better flavors as time goes on.

Moreover, cooperation between the Federal Food and Drug Administration and the industry will be of mutual benefit to everyone, manufacturers of food and beverage products and the public as a whole.



Clove tree a remarkable essential oil factory

The clove tree is remarkable for the way it produces eugenol, G. E. Smith points out in an article in the Pharmaceutical Journal. Essential oil consisting mainly of this phenol is found in almost every part of the tree, including roots, twigs, leaves, flower-buds, flower-stems and fruits.

This ability to produce eugenol was evolved in prehistoric times by mutation from a non-aromatic form of the clove tree which still flourishes in the Moluccas side by side with its aromatic descendants.

The official oil is distilled only from cloves, the dried flower-buds of the clove tree. In normal years about a quarter of the clove crop is distilled for oil, the output being some 400 tons. The finest oil is produced by water distillation, but steam distillation accounts for most of the clove oil.

Inferior oils are obtained from clove stems in Zanzibar, and from clove leaves in Madagascar. These oils are rich in eugenol but differ from the true oil of cloves in their minor constituents, which are largely responsible for the characteristic odor and flavor of the oil.

the outlook for essential oils

in 1954

a review of likely trends in the year ahead in flavor's top raw materials

By WALDO F. REIS, President
Essential Oil Association of the U.S.A.

It is always reckless to try to forecast essential oil prices. There are so many unpredictable forces which might have inflationary or depressing effects upon the market.

A storm over Madagascar economic conditions in a producing area, a change in the worldwide game of power politics—and an oil once in good supply at a reasonable price suddenly becomes unobtainable even at a premium. Of course the reverse also holds true.

We can only give our opinion, based on reports, observations and experiences over the years, with the hope that unforeseeable circumstances do not come into play.



Peppermint Oil

Oil of peppermint is still in relatively good supply. The demand at the same time is proportionately light. However, within the last month or so the price for this oil has advanced from \$5.00 a pound to \$6.00 a pound. Reports have it that the reason for this advance is that some low quality oil that had been repressing the market for some time has finally been disposed of. The outlook for the next few months appears to be toward a continuation of current prices, with a reasonable possibility of lower prices again unless the demand improves.

Spearmint Oil

The spearmint oil market still remains fairly firm at \$6.00 to \$6.50 a pound, depending on quality. At the present time, we do not foresee any immediate improvement in this situation, and current prices should continue through the first quarter of 1954.

Lemon Oil California

Lemon oil remains scarce due to a poor crop in 1952 and only an average 1953 crop. Coinciding with this has been an increased demand for the oil, due to the absence of good Italian oil. There has also been an increasing demand for the whole fruit, which of course leaves less of the peel to be processed into oil. At the present time offerings are around \$8.00 a pound, with the future outlook still rather pessimistic.

Orange Oil Florida

Unlike the California lemon oil, Florida orange oil is in good supply. Current offerings are around 75 cents a pound, with no change foreseeable in the immediate future.

Anise Oil and Cassia Oil

The outlook for both of these Chinese oils is the same as it has been for some time, due to governmental import restrictions against products of Chinese origin. Stocks of good quality oil are scarce, and with the political situation the way it is in the Far East, we cannot foresee any improvement. Cassia is currently being offered at around \$12.00 a pound, anise at around \$3.00 a pound.

Clove Bud Oil

The market here is quite a bit easier than it has been for some time. This year's crop was exceptionally good and consequently the price has declined. At the present time, clove oil is being offered at \$6.50 a pound, as compared with its high level of \$11.00 a pound earlier this year. There appears to be a good possibility that this price may decline even more in the next few months.

Lime Oil Distilled

Here the market is quite stable with prices currently around \$6.00 a pound. This price should remain firm for the next few months.

Naturally the aromatics derived from the natural oils reflect the fluctuations in the markets of the parent oils. Most essential oil derivatives have maintained a firm level over the last six months. This trend will no doubt carry over into 1954.

The production and sales of aromatic chemicals has increased, generally, over the last few years. Since the leveling off subsequent to the sharp increases and fluctuations brought about by the Korean outbreak, there has been little change in prices, either of raw materials or finished products.

It is quite possible that this stable condition will carry over well into 1954.

Three uses of clove oil

Uses of clove oil are three kinds: first, odor and flavor uses in perfumery, pharmacy, and food manufacture; second, medical uses; and lastly, chemical uses where clove oil is used as a source of eugenol in the manufacture of fine chemicals such as isoeugenol and vanillin.

the outlook for vanilla beans in 1954

By JOSEPH R. MAXWELL, President
Vanilla Bean Association of America, Inc.

Since the close of World War II, growers and curers of vanilla beans throughout the world have experienced little else than grief with their product. During the war high prices encouraged production, but export quotas at fixed prices invoked by our principal source of supply, Madagascar, resulted in a large accumulation of stocks in that area. This oversupply so severely depressed prices that the Madagascar authorities finally stepped in and reportedly destroyed more than a million pounds of surplus vanilla in 1949. This encouraged higher prices for a time, but supply still exceeded demand by too heavy a margin. Without any benevolent government to lend a helping hand, the old inexorable law of supply and demand held sway and we witnessed another long period of discouraging prices.

While all this was going on a great deal of effort was directed by those interested in vanilla to increase its use. Such increased usage, encouraged by low prices and our rapid population increase, gradually came about, but was not much noticed until the summer of 1952 when the general market firmed and Bourbon prices began gradually to rise from a level of around \$2.50 per pound. The sustaining of this rise to present levels of more than \$7.00 per pound is very good proof of the fact that the 1,100,000 pounds imported in 1950, over and above the then estimated yearly requirements of 1,350,000 pounds, were fairly well used up and out of the hands of importers by the start of 1953.

The question naturally arises, what has become of this "extra" million or so pounds imported in 1950? The only logical answer, in view of the performance of the market in 1953, is that it went into consumption during the years 1950, 1951, and 1952.

The 1953 general imports to the end of September amount to 1,346,210 pounds. This is at the rate of almost 150,000 pounds per month. If the last three months of the year only average 100,000 pounds each, total 1953 imports will be no more than necessary to supply this market's increased requirements. Such requirements can be estimated by dividing the extra 1,100,000 pounds of 1950 imports between the three years 1950, 1951 and 1952 to get an overall U. S. yearly consumption average of no less than 1,700,000 pounds. This is roughly a 25

per cent increase over the five year average of total general imports from 1945 through 1949. Even though some may argue that all this "extra" vanilla was not altogether used in 1950, 1951 and 1952, it is still obvious that greatly increased U. S. consumption is a fact.

This is very encouraging to the entire vanilla industry, and is quite the reverse of the dire predictions we were hearing a few years back to the effect that the vanilla bean industry was dying and that it would eventually be supplanted almost entirely by synthetic chemicals.

It is unfortunate that adverse climatic conditions in both Madagascar and Mexico have resulted in crop curtailment at a time when further expansion of vanilla usage in the U. S. is anticipated. However, no actual shortage of vanilla beans is foreseen as we look into 1954, but no one can foresee how high prices may go. During World War II, prices of \$8.00 to \$10.00 were accepted as being quite within reason. Today, with the effects of inflation and the greatly decreased purchasing value of the dollar felt in the remotest corners of the globe, it can not be considered too abnormal if vanilla beans sell for a little better than double their prewar prices. What else doesn't?

If we look at a sister product, cocoa beans, generally selling for around ten cents per pound prewar, and currently bringing more than 40 cents per pound, we are relatively more justified in feeling that their price is high, even at today's purchasing power of the dollar. However, the chocolate industry operates with the benefit of standards promulgated with the help of our Food and Drug Administration under our present Federal Food Laws. These standards do not permit the addition to or the mixing with, chocolate or anything that simulates or imitates the flavor of chocolate.

It has been conservatively estimated that if all foods in this country that are sold and labeled as vanilla flavored, derived their flavor from vanilla beans or the extractive matter thereof, we might easily be importing a minimum of 20,000,000 pounds of vanilla beans per year. As greater quantities of vanilla are demanded and produced, we can look forward to better stabilized markets and prices from year to year.

Early comments on the crop that will not be available in Madagascar until this time next year are not encouraging. The vines are reported to be growing rather vigorously, but flowering poorly as of the end of last October.

The present Mexican crop, now mostly under curing, that will start reaching this market in May-June, is estimated to be around 130,000 pounds. Even the next crop, to start arriving in June, 1955, is not expected to be



large, since it is felt that the vines will need at least one season to recover from the effects of the "sorroco" (very hot wind) and drought or last summer.

The long range outlook for the future of the industry seems bright. It is reported that the Vanilla Bean Association of Madagascar has recently raised a sizable amount of money to start a publicity campaign to promote a greater knowledge of vanilla and its use among U. S. consumers. It is further reported that a special tax of two per cent goes into effect in Madagascar as of January 1st, 1954, applying to all exports of vanilla beans, the proceeds of which will be used to further vanilla publicity in the United States.

Before another year is past, consumers here should be more aware of what vanilla really is, and its value as a flavor in many foods. It seems very reasonable to predict that we can look forward to an increasing usage of vanilla beans in the United States for some time to come.

Flavor testing an aid to predicting consumer response to food products

A symposium on food acceptance testing methodology was sponsored by the Advisory Board on Quartermaster Research and Development of the National Research Council, National Academy of Sciences, in Chicago, recently.

L. C. Cartwright, of Foster D. Snell, Inc., presented a paper on "Practical Applications of Trained Panel Methodology to Food Evaluation Problems".

The need for adequate methods for flavor evaluation, for the measurement of consumer preference, and for measuring attitudes towards foods in order to predict the food acceptance behavior of the consumer was the underlying reason for calling the meeting. Leading authorities in the field of food testing and consumer surveying participated.

Mr. Cartwright discussed the practical aspects of the new field of sensory testing of food products. Trained panels of tasters have been used to evaluate the acceptability of many new food products prior to marketing to the eventual consumer. The technique has been successfully applied to the determination of off-flavors, the detection of contamination in foods, the comparison of food products on the market, and the formulation of new products.

The problem of supplying our Armed Forces with rations of high acceptability is one which is being studied by the Quartermaster Food & Container Institute for the Armed Forces. David Peryam, chief of the Acceptance Division, Food Laboratories, discussed the field testing of Armed Forces rations.

The psychological aspects of consumer surveys were emphasized. New methods of scaling consumer preferences, psycho-physics and the normality assumption were some of the points presented by D. L. L. Thurstone, University of North Carolina, and Dr. Lyle V. Jones, University of Chicago. Others of the dozen papers presented covered various theoretical, psychological and statistical aspects of sensory panel and consumer survey testing of food flavor, palatability and acceptance.

In addition to the invited speakers, some 60 representatives of industry, universities and government laboratories attended, on invitation of the National Research Council, in the hope of facilitating communication of ideas on this vital problem. The proceedings of the symposium, including all papers and their discussion, will be published as a monograph.

Besides the technical problems, various suggestions for coordinating the work of various laboratories in this new field, and establishing it as a distinct scientific discipline, were discussed.

Norfolk Port Authority plans to build

green coffee, roasting business in area

Plans for an extensive program to build up coffee imports through Norfolk have been completed by the Norfolk Port Authority.

A survey showed that in the port's hinterland some 240,895 tons of coffee are consumed each year.

The authority intends to induce one or more leading green coffee importers to maintain an inventory of coffee at Norfolk and to supply independent roasting plants in the hinterland.

In addition, the authority will attempt to persuade some of the larger importer-roasters to establish in the Norfolk area coffee roasting plants to serve local and regional marketing now being served by coffee imported through other ports.

E. O. Jewell, general manager of the authority, expressed confidence Norfolk "will develop into one of the United States' major coffee ports."

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TABLE 1. BACTERIAL COUNTS AT 30°C. INCUBATION

Initial Dilution	X-ray Dosage, Röntgen units	Bacterial Count				
		Aerobic		Anaerobic		Mold
		Total	Spore	Total	Spore	
Ground pepper	1:100	0	10.5 x 10 ⁵	11 x 10 ⁵	4.9 x 10 ⁵	7.9 x 10 ⁵
	250,000	0	0.0 x 10 ³	100 x 10 ³	17 x 10 ³	17 x 10 ³
	500,000	0	0	0	0	0
	1,000,000	0	0	0	0	0
Whole pepper	1:10	0	8.8 x 10 ⁵	10.5 x 10 ⁵	14.6 x 10 ⁵	9.8 x 10 ⁵
	250,000	0	7.2 x 10 ⁵	3.2 x 10 ⁵	6.8 x 10 ⁴	9.5 x 10 ⁴
	500,000	0	2.8 x 10 ⁵	15.5 x 10 ⁴	7.5 x 10 ⁴	4.9 x 10 ⁵
	1,000,000	0	10.1 x 10 ⁵	90	300	2.30 x 10 ⁵
Sage	1:50	0	6050	150	300	2500
	250,000	0	50,000(2)	Balance of counts less than 50/gram	0	0
	500,000	0	0	0	0	0

(1) These marked sterile had a count of <100/g.

(2) Higher count than anticipated. 1:50 and 1:100 dilutions not stated. Represents 10 colonies.

TABLE 2. BACTERIAL COUNTS AT 55°C. INCUBATION

Initial Dilution	X-ray Dosage, Röntgen units	Bacterial Count				
		Aerobic		Anaerobic		Mold
		Total	Spore	Total	Spore	
Ground pepper	1:100	0	22 x 10 ⁵	21 x 10 ⁵	2.6 x 10 ⁵	7.7 x 10 ⁵
	250,000	0	2.7 x 10 ⁵	2.7 x 10 ⁵	0.0(1)	1.30(1)
	500,000	0	0	0	0	0
	1,000,000	0	0	0	0	0
Whole pepper	1:10	0	8.8 x 10 ⁵	2 x 10 ⁵	8.0 x 10 ⁵ (1)	5.6 x 10 ⁵ (1)
	250,000	0	4.5 x 10 ⁵	2.1 x 10 ⁵	1.9 x 10 ⁵	0.8 x 10 ⁵
	500,000	0	2.8 x 10 ⁵	1.7 x 10 ⁵ (1)	4.1 x 10 ⁵ (1)	3.7 x 10 ⁵ (1)
	1,000,000	0	0	0	0	0
Sage	1:50	0	150	100	500	<100/g
	250,000	0	0	0	0	0
	500,000	0	0	0	0	0

(1) Plates counted despite presence of survivors.

(2) Samples considered sterile were <50/g.

X-ray sterilization of spices

By RADCLIFFE F. ROBINSON, Assistant Chief
REYNOLDS C. OVERBECK, Consulting Chemist
FREDERIC E. PORTER, Principal Bacteriologist

Biological Research Division
Batelle Memorial Institute

The fact that living organisms can be killed by radiation presents many possibilities for industrial application. An important industrial advantage of certain types of radiation is that they will not only kill living organisms, but also may present an important application for radiation or those organisms. Thus, products that are heat sensitive produce no appreciable temperature rise while killing those organisms. Thus, products that are heat sensitive may present an important application for radiation or cold sterilization.

Research on the evaluation of X-ray sterilization has been under way at Battelle for the past six years. During this time, studies conducted for the M & R Dietetic Laboratories, Inc., Columbus, Ohio, have shown that soft X-rays are effective in the sterilization of many materials.

Soft X-rays are readily and efficiently absorbed by materials. The incident radiations, together with the secondary radiations produced within the material during absorption, destroy the vegetative and spore forms of the organisms present in the material treated. The use of massive dosages of tremendous X-ray flux density decreases the exposure time required to kill the microorganisms, as compared with dosages produced by the ordinary X-ray equipment. An excellent source of these intense dosages is a tungsten-target X-ray tube of high milliamperage rating, having low inherent filtration, as, for example, a beryllium window tube.

The use of soft X-rays has many definite advantages over other specialized methods of radiation sterilization, some of which are as follows:

1. Preliminary studies have indicated that the cost of X-ray sterilization per unit of production would be low.
2. The sterilization may be effected at room temperatures. No preliminary heating or cooling of the material is necessary in order to kill the microorganisms.
3. Soft X-ray equipment is relatively inexpensive.
4. Low-voltage X-ray equipment has proved to be rugged, and tubes have a long life, as demonstrated in other fields of industrial application.

5. A production-line unit could be nearly automatic and would require no trained X-ray operator.

6. Soft X-ray equipment is not bulky and would have a small space requirement.

7. Because of the low penetrating power of soft X-rays in lead or heavy metals, a unit could be easily and economically shielded to eliminate hazards to working personnel.

8. Maintenance and replacement of tubes could be performed by ordinary electrical maintenance personnel and would not require trained technicians.

In the sterilization of food using X-radiation, it is possible that changes in the chemical composition would result in off flavors and odors. The previous research indicating that soft X-rays do not alter appreciably the chemical composition of many materials makes the picture for food research look very promising. The specific secondary effect of X-rays on any product, however, has to be evaluated, for no complete information is available on the tolerance limit of chemicals for X-radiation before chemical changes occur.

The application of the X-radiation process to the surface sterilization of foods seems very promising. If no container is used, there is no attenuation of the X-rays, and the entire output of the tube can be used effectively in killing microorganisms. Containers used for food, such as cellophane, plastic films, etc., have a negligible attenuation for X-rays, and a sterilization of products in such containers should be as economically feasible as surface sterilization. Discussions with food manufacturers have indicated that X-radiation might be used as a sanitizing process, as well as a sterilizing process. A sanitizing dosage would be a relatively low dosage, which would destroy approximately 90 per cent or so of the contaminating organisms and thus increase the storage time of the product and reduce the loss by spoilage. The sterilizing dosage would be one which killed all of the contaminating organisms present. It might also make a product suitable for use in other foods where the inoculation by an additive having a high bacterial count is undesirable. An example of such an additive is spices.

Spices, being natural agricultural products, often contain large numbers of micro-organisms. The bacterial count may vary from a few to fifty million and more per gram of raw spices as imported into this country. Heat sterilization can be employed only with concomitant loss, by volatilization, of the desirable flavor constituents. Some of the flavor components are exceedingly volatile and can be lost when the spice is simply stored. Companies which process and pack spices usually grind the raw spice in refrigerated mills to retain the highly fugitive flavors that give a spice its delicacy of taste and aroma. Chemical sterilization can be carried out using ethylene oxide gas, but the method requires the use of cumbersome vacuum chambers and auxiliary equipment. Sterilization by ethylene oxide gas is attended by a definite explosion hazard, and, thus, is undesirable if other methods are usable.

Samples of sage, ground black pepper, and whole black pepper were selected as test materials for the study. Four replicate samples of each were sealed in polyethylene bags for irradiation. In accordance with custom in spice examination, the sample weight of the ground pepper was one gram; that of whole pepper, ten grams; and that of sage, two grams. X-ray dosages of 0, 250,000, 500,000, and 1,000,000 Roentgen units were used in the irradiation of the samples. The X-rays were delivered half to each side of the sample packets from a 50-kvp Machlett tube with a beryllium window. Irradiation was carried out at room temperature in a normal atmosphere.

Bacterial numbers were determined by plate counts made under different conditions. Aerobic counts were made on

trypticase glucose extract agar; anaerobic counts were made on Brewer's anaerobic agar. Sabouraud's maltose agar was used in the determination of the mold counts. Bacterial counts were made following incubation at 30 C. and 55° C., both aerobically and anaerobically. Anaerobic conditions were obtained through the use of pyrogallol and sodium hydroxide. When spore counts were made, the samples were heated at 100 C. for five minutes prior to plating. Colonies arising from bacteria in samples so treated were considered to represent spore-forming bacteria.

Decimal dilutions of the spices were made in sterile tap water containing 0.01 per cent of TWEEN 20. This surface-active agent was used to increase the wettability of the spices. TWEEN 20 is not excessively toxic at this concentration, and the final concentration was reduced more than ten-fold by the medium used in plating.

Some difficulty was encountered during the counting because of the presence of motile organisms which swarmed. No effort was made to control swarming, because almost all of the techniques employed in such control inhibit the growth of bacteria. The bacteriological results of this preliminary investigation are presented in Tables 1 and 2.

Soft X-rays appear to be an excellent means for the sterilization of spices. The bacterial count can be made low with a "sanitizing" dose of X-rays or the material can be sterilized completely by a larger dose. Sage and ground black pepper were sterilized by doses of 250,000 and 1,000,000 Roentgen units, respectively. The bacterial count on whole black pepper was reduced markedly by a dosage of 1,000,000 Roentgen units. By agitating the sample to insure that X-rays reach all parts of the pepper berries, it is possible that this spice could be sterilized completely with a dosage of 1,000,000 Roentgen units. A somewhat large dosage without agitation could be used also if it were considered desirable.

The irradiated spices were subjected to organoleptic tests. The flavor and aroma of whole pepper were altered very slightly, but no change could be detected in the quality or intensity of these attributes in sage or ground pepper.

(Continued on page 71)

Produces Pepper and Allspice without "Floury" Tailings

NEW Design



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Primarily a granulator, the new Schutz-O'Neill Ball Bearing Roller Mill cuts down the amount of powdery residue in the ground product. Double grinding action with two pairs of rolls develops capacity of 350 to 400 lbs. of pepper per hour. An elevator delivers it to the gyrator sifter. If you will advise us of your requirements, our engineers will recommend a suitable mill plan tailored for your plant. Write for literature. Also makers of



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coffee food publicity

— with a purpose

By **ELLEN S. SALSTONSTALL,**

**Director of Consumer Services
Pan-American Coffee Bureau**

The Consumer Service Department covers two important areas of the Bureau's activities. These are *food publicity* and *education*.

If we had a slogan for this department, it would be "Publicity with a Purpose." In the most basic sense, its purpose is to increase the consumption of coffee in the United States. We seek to do this by several different approaches.

Every month in the year, we send a food picture with a recipe and short article to every daily paper in the United States. Each picture is sent on an exclusive basis. To provide this highly specialized coverage, we must devise a great many recipes of top excellence and take a great many pictures to go with them.

Our most important story, and the one to which we return time after time, is the basic story of how to make good coffee.

If we are to provide material each month, however, we cannot *always* talk about coffee brewing alone. For this reason, we also send out a great many food stories which feature recipes, all kinds of recipes, for dishes which are at their best when *served* with coffee.

Our recipes are developed by the top ranking food consultant in the country, Demetria Taylor, and our pictures are taken by one of the nation's best food photographers. As far as food editors everywhere are concerned, our efforts—on your behalf—are very much appreciated.

We do our best to think up *new occasions* for coffee drinking. One of the most successful of these we have named "Petite Cafe," or in plain English, "small coffee."

There are a great many people who do not drink cocktails and never serve them in their homes. To replace the pleasant sociability of the cocktail hour preceding dinner, we have devised our Petite Cafe, the serving of tiny cups of coffee with canapés and hors d'oeuvres. We've been promoting our Petite Cafe rather quietly for about three years, and it is now really beginning to gain momentum.

We cover the nation's radio outlets just as systematically as we cover newspapers. Each month we send out scripts to more than 1,300 radio stations in every corner of the country. These, too, are distributed on an exclusive basis. Each station, in other words, receives a script which is not received by any other station in its locality.

The best known and most widely used publicity material

issued by the Bureau is our monthly publication, the "Coffee Newsletter." At present, its circulation is about 11,000. It goes to all daily newspapers and to all radio and television stations in the United States. It is also used by home economists and home demonstrators.

Quite aside from our regularly scheduled newspaper and radio releases, and the "Coffee Newsletter," the Bureau's food publicity department also does a great deal of special work in planting coffee articles in magazines.

We plan, soon, to do a concentrated job on television publicity.

We are interested not only in the coffee drinkers of today, but the coffee drinkers of tomorrow as well. It is our purpose to develop an interest in coffee beginning in grade school. We begin with an excellent piece, "Coffee, the Story of a Good Neighbor Product," especially developed for the use of fifth and sixth grade students. Since 1949, more than 1,760,000 copies of "Coffee, the Story of a Good Neighbor Product," have been distributed to the nation's schools.

For some of the older students, those in Junior and Senior High School, we have a more mature story to tell. Another booklet, "A Two Way Street Between the Americas," and its accompanying wall map, details the vital part which coffee plays in world trade, particularly trade between the United States and Latin America.

We go into the nation's home economics classes and teach the homemakers of tomorrow how to make good coffee. It is our thought that the student who learns how coffee is properly brewed not only applies this knowledge in her future role as housewife, but also passes along to her parents what she has learned.

We are sending out more than 600,000 pieces of education literature annually, but only on request from accredited teachers and schools. As this program grows and we add even more to our fund of material, we hope to make an increasingly greater impression on the youth of the United States.

Spray controls coffee blight in Nicaragua

Through studies at the government agricultural station—the Servicio Tecnico Agrícola, cooperatively administered by Nicaragua and the U. S. under the technical co-operation program—Nicaraguan growers have learned that the Koleroga disease, or thread blight, which attacks coffee plants, can be controlled by spraying.

The finding is important, since Nicaragua ranks among the ten top coffee suppliers and ships the U. S. nearly 40,000,000 pounds yearly.

NCA names executive, finance committees

On the executive committee of the National Coffee Association for the coming year are:

James M. O'Connor, NCA president; Albert Hanemann, vice president; Albert Eblers, Jr., treasurer; Edward Aborn; J. K. Evans; E. B. Ackerman; P. R. Nelson; J. D. Anderson; J. A. DeArmond; Charles F. Slover.

President O'Connor named the following persons to serve on the association's Finance committee: Arthur L. Ransohoff, chairman, William L. Korbin and John Heron.

Program to boost tea consumption in Canada outlined

Points which The Tea Bureau of Canada will emphasize in future work were outlined by Leonard "Sandy" Akerman at the recent convention of the Tea and Coffee Association of Canada.

The Bureau was recently reorganized under Ceylon sponsorship, and may become a joint effort of the main producers and the Canadian trade. (See: "Canadian tea, coffee convention weighs trends," November, 1953, issue, page 140.)

Mr. Akerman said that included for emphasis in future work were:

1. Maintenance of Bureau cooperation with educational authorities, school children and upper-grade students in supplying non-commercial educational material such as booklets, wall posters, maps, teaching manuals, filmstrips, motion pictures and school exhibits.
2. Continuation of effort to improve the public service of tea in restaurants, industrial cafeterias and all other types of eating places, as well as to maintain tea's position as a home and social beverage.
3. The furtherance of as much consumer advertising as possible on a year-round basis.
4. To continue liaison in supplying information on the tea industry to the press, radio and the tea trade.

Results from educational activities are not as long-term as they might at first appear, Mr. Akerman explained.

"We at the Bureau are ever-conscious of the fact that each year sees thousands of young Canadians graduating from school into the adult world and though, at that age, they may not be heavy tea drinkers, there is much more possibility of them becoming so if they are already tea-minded."

In stressing the importance of promoting improvement in the public service of tea he referred delegates to the old saying: "You can lead a horse to water but you can't make him drink."

"By the same token you can educate people to the tendency to drink tea, you can advertise the economic, health, and pleasurable aspects of drinking tea, but the preparation of the beverage must be kept up to standard in public and industrial eating places if you are to get the full value from your advertising.

"The amount of tea served in public eating places is, admittedly, only a fraction of our total consumption but deterioration of brewing methods or the adoption of bad service by caterers could have far-reaching effects on the future of tea in this country, inside as well as outside the home.

"Tea sales and profits increase when wrong brewing and serving methods are corrected."

Bureau operational staff members are continually discovering and endeavoring to correct cases, he said, "where either because of ignorance of preparation methods or sometimes sheer carelessness tea is being abused and sales consequently suffer."

Quick-cup service of tea was a crying need in many fast service bars, snack counters, hot-dog stands and the like, Mr. Akerman said, "where tea is noticeable by its absence."

"Here we have a peculiar catering situation where natural customer demand exists—indeed potential demand is huge—but this demand is not only *not* being catered to but in many cases is actually purposely ignored. Why is this? Talk to the quick lunch operator and he will tell you that tea service is absent for the main reason that neither he nor his help like the idea of teapot service.

"However, give him the means of serving a quick, reliable, good cup of tea and he will tell you that he will get right behind you—simply because of tea's higher profit potentialities."

So far no real answer has been found to the quick-cup problem, Mr. Akerman said, "but I am glad to tell you that we believe we are getting close to it."

Big strides had been made in the development of an automatic tea-making machine in the past year. It will shortly undergo field trials in Toronto, he disclosed.

"Because of successful tests by a number of tea experts we are encouraged to believe that these field trials will lead to the early production of a revolutionary method of preparing a fast, good cup of tea," he added.

On the promotional side, Mr. Akerman pointed to a tremendous potential for tea in Canada but warned that "It is not there just for the taking—but has to be worked for."

"And it has to be worked for with bigger and better promotional efforts than ever before if we are to obtain our fair share of the ever-increasing beverage market that is open not only to tea but to all its competitors.

"In this connection, it is disconcerting to learn that tea advertising expenditures this year in newspapers, magazines and radio have decreased by 25 per cent while on the other hand coffee advertising has increased by 32 per cent and soft drink advertising by 15 per cent.

The Bureau's present advertising campaign under the slogan "Tea's the Drink" had been drawn up after consultation with tea packers in all parts of Canada and then had been submitted to them for consultation and guidance.

"'Tea's the Drink' is a slogan which we believe can profitably be tied into any tea packer's advertising and one which we shall be using on a limited amount of grocery and restaurant display material being produced from time to time, and which will be made available to the trade," Mr. Akerman said. "It is, however, the packers' own advertising which will have the most telling effect in ensuring that while in Canada 'Tea's the Drink' today, it will also be in the future."

Hot coffee perks up sub-Arctic auto

Mrs. Ethel Granite's car was perking right along in a sub-Arctic caravan of 100 cars near Fairbanks, Alaska, when it developed cooling system trouble.

Northern ingenuity came successfully to Mrs. Granite's rescue. Out came the thermos bottles—the temperature was around zero—and into her radiator went all the coffee which the caravaneers hadn't already consumed.

Garlic effective in anti-bacterial action

Of 27 different spices tested for their anti-bacterial actions against a wide variety of disease organisms, only garlic was completely inhibitory to all of them, according to a research report.

Onions and cloves ran close seconds, while radish, horseradish, mustard, and marjoram were destructive to only a few.

the coffee brewing challenge

(Continued from page 15)

of water to one pound of coffee. I agree with you that this is ideal, and we would like to make it the one and only recommendation. A good deal of information we have obtained, from which this article was written, comes from the many coffee suppliers in the country. They have all made the two-and-a-half-to-one recommendation. And I am afraid that we would immediately run into a blast if we recommended the two to one recipe exclusively."

We are supporting those coffee brewing directions which NCA's Brewing Committee found most desirable, based on thousands of cup tests. You have a right to expect us to establish in actual restaurant operation the validity of their conclusions. The restaurant trade has the prerogative of placing the burden of proof on the coffee industry. Through the Brewing Institute, we must develop further factual evidence to prove and present our point. We will meet this challenge.

Very frequently we are asked, "What is your organization going to do about soluble coffee?" The answer is in our objective of the improvement of coffee as a beverage.

Next comes, "What about all of those advertising claims the soluble coffee companies are making?" Actually I only mention this since I believe the industry should furnish the Brewing Institute documented evidence to support these contentions, or the Institute will eventually need to get the frank answer by investigation.

Two projects underway

Two projects are already well under way at the Massachusetts Institute of Technology. The first is a complete survey of all literature relating to coffee and the preparation of a bibliography for reference purposes. Abstracts are prepared and indexed, using the latest simple, modern punch-card system. When this is completed, all of the information bearing on a given question in the coffee field can be assembled in a matter of minutes.

Approximately a year will be required to bring this reference work up-to-date. Then it will be a continuous project of lesser magnitude to keep it current.

A set of these cards will always be available at our office for ready reference. They will be not only highly useful to our office, but will be sought out by industry and workers in the field. Much useful data has been published but not publicized and used, due to lack of such a reference source. This is a big undertaking, first of its kind in the coffee field, and possibly first of its kind in the food field. It is fundamental, sound, and basic.

We have a very extensive project under way, investigating the effect on brewed coffee of various substances found in water.

This study is being made from a fundamental standpoint. Waters from various sources have been characterized. Taste thresholds of the most important substances have been determined in water by the latest scientific panel techniques. Coffee will be brewed using artificially prepared waters and taste thresholds for these substances will again be determined. All pertinent and relevant facts will be developed simultaneously. Adequate controls and scientific procedures are augmented by practical application considerations.

This study, while only in its initial stages, shows every sign of being a most fruitful investigation.

Preliminary experiments reported to this convention several years ago on softened water in coffee brewing provided useful and concrete information. Our project is not merely a study of the effect of various water softening processes on brewed coffee. It goes further than that. It will give complete information on the effect substances in water have on brewed coffee. From this data, it is felt that any type of water, treated or untreated, can be evaluated from chemical analyses. This type of treatment, if any, is needed to insure good coffee. Should practical considerations indicate the need for confirmatory tests using given types of equipment, these can be easily carried out.

One of the questions frequently asked is, "How will this sensory panel compare with coffee tasting experts?" I give you my solemn promise that the expert coffee taster has a distinct place in our investigation.

Grinds, too

Some quick details on our program:

The matter of grinds: A program of testing for individual roasters will be set up on a cost basis through the Institute. Further study will be made of the results obtained from various grinds in different brewing processes. Copies of the Voluntary Standard Practice Recommendation are now available through our office. These are the same as those previously printed by the Bureau of Standards.

We urge you to stay on the bandwagon. Sell only regular, drip, and fine grind. Give the consumer a break and don't clutter up the market with a lot of meaningless terminology and undesirable grinds.

We are conferring with the Armed Services and with equipment manufacturers, exploring all avenues for co-operative effort. Many projects, studies, educational and promotional devices, etc., are under active consideration.

The directors of the Coffee Brewing Institute are extremely conscientious and earnest in their desire and their efforts to make the Institute everything you have a right to expect it to be.

Coffee brewing formula pulls customers

Joe's Coffee Shop brewed up the best business on the state fair midway at Tulsa, Okla., until Sheriff W. W. Fields dropped in to sample the coffee that drew clusters of customers.

He found Joe's featured "coffee royal" — a blend of bourbon and coffee.

Hard liquor has no place in dry Oklahoma, so the shop's owner went to jail and the shop went back to the same old grind.

Now it's "Polly wants his coffee"

Chuck may be just a parrot but he's like many a human — he can't wait for that morning cup of coffee.

The Nathan Rowells, Jackson, Tenn., own Chuck, a "double yellow-head" parrot. Every morning Chuck wings into the room of Mrs. Rowell's mother, Mrs. Will Long, walks the floor and fusses until she gets up. Then he goes to the back of a breakfast chair to wait for that coffee.

He likes it with cream and lots of sugar.

New York News

■ ■ A delegation of coffee folk left New York on a National Airlines plane earlier this month, headed for the World Coffee Congress in Curitiba, Brazil.

The party included Horacio Cintra Leite, Pan-American Coffee Bureau president and representative of the Brazilian Coffee Institute, and Mrs. Leite; John F. McKiernan, executive v. p. of the National Coffee Association; Charles Leister, of the Nestle Co.; Leon Israel, Jr., of Leon Israel & Bros., Inc.; William F. Waldschmidt, of the Los Angeles office of Otis, McAllister, and Mrs. Waldschmidt; Howard Chase, of Selvage, Lee & Chase, PACB public relations consultants; Manuel Proto, representative of Mexico to PACB; R. G. Gaelkel, PACB staff member; Miss Lucia Caldas, secretary to Mr. Leite; and Miss Regina Sarmanho.

At Miami the delegation shifted to a Braniff International Airlines plane to Lima, Peru, then went on to Sao Paulo and up to Curitiba.

The arrangements for nearly everyone in the delegation were handled by Ambassador Travel Agencies, Inc.

■ ■ The street is mourning the passing of one of its old-timers—Peter F. Eiseman, who died at the age of 75.

"Pete", as he was affectionately known to everyone on the Street, had been with F. W. Ehrhard & Co. as a coffee salesman since 1932.

In coffee for half a century, Pete had been with Hard & Rand, Inc.; was on his own as a broker in Toledo, Ohio, for a spell; returned to the Street with Arnold, Dorr & Co., Inc.; and went to W. Lee Simmonds & Co.

He is survived by his wife and a son.

■ ■ At least three Front Streeters picked the right time for a stay in Florida. We mean the snow, not the market.

Sampling the Southern sunshine are Gus Scheidemann, of Balzac Bros. & Co.; Eddie Washa, of Wessel, Duval & Co., Inc.; and John Banzhaf, of T. Barbour Brown & Co.

■ ■ A new weighing firm, the consolidation of two weighing organizations well known to coffee, came into being as of January 1st. The Rahe-Gilbert Corp. is its name.

The new company is a merger of the firms of Frederick J. Rahe and John A. Gilbert, Inc.

The many friends of the principals are wishing the new company the best of luck.

■ ■ Joseph J. Day, a partner with

Philip E. Ludwig in the Front Street importing and jobbing firm of J. E. Carret & Co., is retiring after 35 years with the organization.

Mr. Ludwig will continue at the helm of J. E. Carret & Co.

Mr. Day has no detailed plans now about what he will do during his retirement, other than relaxing at his new home in Chatham, N. J.

Mr. Ludwig has been associated with the Carret firm and its predecessor companies for 45 years.

■ ■ The kind of record for other coffee plants to shoot at was set by the Maxwell House Division plant of General Foods in Hoboken, N. J.

The plant completed two years of injury-free work. More than 4,000,000 man-hours were worked by the factory during this period.

According to the National Safety Council, which presented to the company and its employees an Award of Honor, this performance establishes a new record in the miscellaneous food manufacturing classification.

Curtis H. Gager, General Foods v. p., attended the ceremony and congratulated the plant's management and employees. J. K. Evans, Maxwell House general manager, and Charles Overbeck, plant manager, also praised the employees and urged continuance of the alert safety attitude, which has won state as well as national recognition.

The plant has about 1,000 plant and office employees.

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San Francisco Samplings

By MARK M. HALL

■ ■ Local green men report that the roasters are buying cautiously and from hand-to-mouth. With Colombian's at about \$100.00 per bag, they are left with no other recourse. It takes too much money to buy ahead. All they can do is to follow the market up or down as they make their purchases.

With an estimated 13,000,000 bags of exportable coffee from Brazil this season, and cold weather setting in—with the highest coffee consumption period ahead—a tight statistical position is indicated.

With shipments of coffee held up by rains in Colombia and some Central American countries, prices of Colombian's rose.

Apparently their ability to hold the altitude encouraged Brazilian interests to reduce the spread which existed between the two coffees. The increase in the loan value helped to bring that about.

■ ■ The San Francisco Coffee Club held its annual Christmas party at the California Golf Club. Coffee men and their friends played golf, had a great dinner and entertainment, and enjoyed the conviviality of the tap room.

Ed Johnson, along with Bill Seely, plotted the entertainment and engineered it through to a terrific climax. The great feature was the dressing of three female



Captain Einar Larssen

manikins borrowed from the I. Magnin Co. They were as bare as if nature had brought them into the world, and almost as convincing. The he-men selected for the task of dressing these beauties were carefully picked. Every garment was deftly handled by such experts in these matters as Harvey Brockhage, Bob Benson, Walter and Oswald Granicher (in-

cidentally, Walter Granicher wore an old man's wig, presumably as a means of making a more innocent approach to the figures), Joseph Hooper (who needed a wig but faced his problem with a head as bare as his manikin), John Beardsley, Vern Aldrich and Bill Nickleman. Harvey Brockhage and Bill Nickleman won the prize for dressing their lady first. No one was surprised at Bill's skill.

In golf, Cedric Sheerer won low gross, Bill Rowe second, and Tom Barrett third. Norman Johnson won first low net, Harvey Brockhage second, Bill Nickleman third, and Ernie Kahl fourth.

Jack Hornung officiated at the drawing of the prizes for the lottery.

Harry Maxwell led off the singing with a solo. It seems as though his deep, rich voice gathers power and feeling with the years. The boys joined in with such songs as "White Christmas", "Rudolph, the Red Nosed Reindeer", and for a climax, "Silent Night".

An election was held in which the choices of the committee were accepted without protest. Ed Johnson, Jr., was elected president; John Cognetta, Secretary. The new directors are Bob Manning, Beck Rowe and Bill Seely.

Winners of golf prizes were, first low gross, Cedric Sheerer; second, William Rowe; third, Tom Barrett.

First low net, Norm Johnson; second, Ernie Kahl; third, Harvey Brockhage.

Blind Bogey, Bill Nickleman. Guest low gross, Bill Burch.



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■ ■ It is always a high point in the social life of the tea trade when they can go to a party on one of the beautiful ships of the Pacific Transportation Co., general agents for the Java Pacific & Hoegh Lines.

Werner Lewald issued the invitations and a representative group of tea importers, packers and their friends gathered in the state room of the modern Hoegh Silverspray for cocktails and dinner. Acting as hosts were Captain and Mrs. Einar Larssen, Mr. and Mrs. J. A. Greve, general manager, Mr. and Mrs. Werner Lewald, and Mr. and Mrs. E. R. O'Donnell.

One of the interesting personalities of the evening was the six-foot-three Captain Einar Larssen, who has been following the sea all his life, as have his ancestors before him. A Norwegian sea faring man may be away from home for from six months to four years at a time. On this trip he was able to take along his wife. The captain hails from Flekkefjord, Norway.

■ ■ Teizo Kano, a large coffee roaster and packer in Tokyo, is making an extensive trip through the coffee producing countries of South and Central America and the United States. While in San Francisco, he visited the offices of J. Aron & Co.

■ ■ Mrs. Evelyn Soares, formerly Miss Shaw, one-time PCCA secretary, is leaving with a friend on an extended trip through South America. They will travel on the Grenanger, of the Westfal, Larsen Line.

■ ■ P.C.C.A. held a luncheon at which a report was made by the officers on the convention at Boca Raton. The gathering was in the Room Of The Dons, Mark Hopkins Hotel. Oswald Granicher, who had been in New York, returned in time to address the meeting.

■ ■ John Harvie, of Otis McAllister, was married last month to Roberta Taylor, secretary to Allan Ehrhardt, of the Alexander Balart Co. The place was the Lakeside Presbyterian Church, with a reception later at the Forest Hill Club House.

■ ■ S. R. Hawke, of Jardine, Matheson & Co., Ltd., Hongkong, Formosa and Tokyo, was in San Francisco recently, visiting their agents, the Balfour Guthrie Co. and the G. S. Haly Co. He is the head of the tea division in Formosa. This is his first trip to the United States. The firm, with headquarters in Hong Kong, is one of the oldest importing and exporting firms in the Orient.

■ ■ The Tea Association of America has reelected Ed Spillane, of the G. S. Haly Co., as chairman of the membership committee for the West. He will

head a drive for new memberships.

Another honor has fallen to Ed. He was elected captain of the Mounted Patrol of San Mateo County. The group, consisting of about 100 business men on the Peninsula, are duly deputized by the county sheriff. Ed has a deputy badge to prove his authority, and a button-hole replica for general inspection.



At the San Francisco Coffee Club's party are (from left): Joe Fitzpatrick, Ortega & Emigh, Inc.; Norman Johnson, E. A. Johnson & Co.; Ernie Shaw, Hills Bros. Coffee, Inc.; Ed Johnson, Jr., E. A. Johnson & Co.; Jack Mooney, of Luscombe & Co.

Ed, incidentally, was the founder of the group in 1942, and has always been an enthusiastic horseman.

■ ■ Joseph and William Bransten, of M.J.B., went on a business trip to New York and other parts of the East last month.

■ ■ The latest report of manifests from the Pacific Coast Coffee Association show totals for the Pacific Coast in 1953, up to December 11th, of 3,162,501 bags. The totals for the whole year of 1952 were 3,034,573 bags.

It is interesting to note that there was an increase of 13,414 bags from Africa; a decrease of 188,915 bags from Brazil and an increase of 157,738 bags from Colombia.

St. Louis

By LEE H. NOLTE

■ ■ After the regular order of business at the meeting of the St. Louis Coffee Club, it was unanimously decided that the club give Dave McKay a farewell party.

This was held in connection with the Christmas party at the Sheraton Hotel.

Mr. McKay's company, Thos. M. Royal, division of the Continental Bag Co., is transferring him to New Orleans. Everyone in the club regrets

seeing Dave move on, because he has done such a wonderful job as chairman of the entertainment and golf committees.

We all extend wishes for the very best of luck to Dave, and know he will do well in New Orleans, as he has in St. Louis. Our loss will be their gain.

Minneapolis

By HARRY P. RILEY

■ ■ The Atwood Coffee Co. now celebrating its 51st year in the coffee business is taking over the coffee department of the Griggs Cooper Co., the oldest grocery house in St. Paul. They carry the Home Brand Coffee, which has been established here in the Northwest for a good many years.

Vancouver

By R. J. Frith

■ ■ Charles Cecil, of San Francisco, with Weldon H. Emigh, was renewing old friendships in Seattle and Vancouver, during his fall trip to the Pacific Northwest.

■ ■ Stanley Campbell, representing Heath & Co., Ltd., Colombo, flew into Vancouver from Toronto. Leaving here by plane, he continued on to Lima, Peru.

■ ■ H. C. White, a director of Ridgways, Ltd., London, whose special department is export trade, visited Canadian cities, stopping off at Montreal, Toronto and Vancouver.

■ ■ Gerald Schluter, representing the firm of Edmund Schluter & Sons, Ltd., London, met several coffee men when he was in Vancouver recently. Mr. Schluter is a grandson of his firm's founder and, the third generation in coffee.

■ ■ The W. H. Malkin Co., Ltd., Vancouver, one of the pioneers in teas and coffees in the Canadian West, announces a start on the construction of its own new office, warehouse and coffee and tea processing plant. The new building is being erected near the easterly city limits of Vancouver. The building will be one story, with a mezzanine.

■ ■ The H. Y. Louis Co., Ltd., announces its removal to 615 Taylor Street. The firm, whose general manager is Tom Louis has developed an enviable restaurant and retail store trade in teas and coffees. At present, these products are now custom processed for the firm.

Texas Coffee opens new premium store

The Texas Coffee Co., Beaumont, Texas, has announced the opening of a new Seaport and Tex-Joy Coffee premium store in Lake Charles, La. Others are located in Beaumont

and Port Arthur, Texas, and Elton and Leesville, La.

The stores make it more convenient for users of the company's products to redeem their coupons. The stores are stocked with premiums made available through the firm's coupon plan.

New Orleans Notes

By W. McKENNON

■ ■ George G. Westfeldt Jr., of Westfeldt Bros., was reelected president of the New Orleans Green Coffee Association.

Other officers reelected were Austin A. O'Brien, of Nash and O'Brien, first vice president; John J. Cummings, of Haneman and Cummings, second vice president; and George T. Gernon, of Ruffner, McDowell and Burch, Inc., third vice president.

Named to serve two years on the board of directors were Louis R. Arnaud, E. J. Gernon, J. S. Levy, Adolph C. Ricks, William D. Roussel and Murray M. Squires.

Elected to serve one year on the board of directors were Earl P. Bartlett, H. R. Graf, Ralph C. Richards, Kent Satterlee, Fred R. White and Alvin N. Zander.

■ ■ Mr. and Mrs. E. M. Gant spent a couple of days in New Orleans en route from Baton Rouge to their home in Nashville. Mr. Gant is connected with Colonial Coffee Co., Inc.

■ ■ Election of three new vice presidents was announced by the J. Aron & Co., Inc., coffee importers and sugar refiners.

James S. Levy, J. T. Landry and Charles A. Levy were named operational vice presidents in charge of Coffee sales, sugar refinery operations and sugar sales respectively.

Charles A. Levy has been associated with the firm since 1920, and was formerly sugar sales manager. He served as chairman of the Community Chest and Red Cross campaigns.

Mr. Landry, a chemical engineering graduate of Louisiana State University, joined the company as general manager of the sugar refinery at Supreme after managing several sugar houses in Central America.

James S. Levy joined the company in 1932 as eastern sales representative in Richmond, Va., and in 1944 was transferred to New Orleans as coffee sales manager.

■ ■ Jacob Aron returned to New York after having spent about a month in New Orleans.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., Los Angeles, are visiting in New Orleans, where Mr. Kunz is making his headquarters at the offices of Ruffner, McDowell & Burch, Inc.

■ ■ W. C. Englisbee has returned from a business trip to Brazil in the interest of his firm, Ruffner, McDowell & Burch, Inc.

■ ■ A section of the Crippled Children's hospital now under construction here will be named a memorial to the late Theodore Brent, formerly chairman of the board of the Mississippi Co. and a director of the Hibernia National Bank and the Hemisphere International Corp. Mr. Brent, who was also president of the International Trade Mart and a director of the International House, the National Foreign Trade Council and the Mississippi Valley Association, was one of the first contributors to the hospital project and served as honorary chairman of the original fund raising drive.

■ ■ The Mississippi Shipping Co., Inc., was host at a cocktail party recently at the International House for Victor Ferreira da Cunha, consul general of Brazil. Officials of the Delta Line, headed by Captain John Clark, vice president, as well as business leaders, consular corps personnel, exporters and importers joined in welcoming the new consul general.

■ ■ Laz Aron, of the Commercial Import Co., and Mrs. Aron have returned from an extended trip through Europe where they visited England, Holland, Belgium, Luxembourg and France.

■ ■ The New Orleans Chamber of Commerce awarded to David Kattan the Certificate of Commendation for his work done in behalf of New Orleans in 1953. It is signed by Governor Kennon, Mayor Morrison and the president of the Chamber of Commerce.

■ ■ Louis Begnaud, of the Mello-Joy Coffee Co., Lafayette, La., stopped in New Orleans for a short visit on his return from the NCA Convention.

■ ■ Eduardo Echevarria, Guatemala City planter, recently visited New

Orleans and made his headquarters at the offices of David Kattan.

■ ■ Floriano Pecanha dos Santos, of Marcellino Martins Filho & Co., of Rio de Janeiro, with his wife, attended the Boca Raton convention and visited in New Orleans later, making his headquarters at the offices of Lafaye and Arnaud. They went on to Los Angeles, San Francisco, Chicago and New York on business before returning to Brazil.

■ ■ Antonia Kattan, of San Pedro Sula, Honduras, was a recent visitor in New Orleans where he made his headquarters at the offices of David Kattan.

■ ■ Otto Sorenson, of the Nash Coffee Co., St. Paul, Minn., was a recent visitor in New Orleans.

■ ■ The chairman of the Committee of American Steamship Lines, Rudolf S. Hecht, has announced that the committee is opening new offices in Washington.

Mr. Hecht is chairman of the Mississippi Shipping Co. The Committee of American Steamship Lines represents 15 American-flag steamship companies.

Folder on food technology

A new, illustrated, eight-page booklet, Food Technology, describes the services which Foster D. Snell, Inc., consulting chemists and engineers, offer to the food industries. The activities described include packaging, flavor evaluation, quality control, product development, food engineering, and trouble shooting.

Some of the problems usually encountered by the food industries are: Conformance to government regulations; physical inspection; advertising and labelling claims; food contamination; off-flavors; spoilage.

They are all discussed in the new booklet. Booklets and further information are available from: Public Relations Department, Foster D. Snell, Inc., 29 West 15th St., New York 11, N. Y.

Joins Bailey's Coffee

Ralph Burns has joined the Bailey's Supreme Coffee Co. as a salesman.

Mr. Burns will cover a territory extending from Beaufort, S. C., to the Florida line and west to Hazlehurst.

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Equipment to sell?**

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AND TEA INDUSTRIES** help you.

Zanzibar cloves used in cigarettes in Indonesia

The use of cloves as a source of oil and eugenol is well known, but there is a further outlet in the Far East which is perhaps not so well known, according to Colonial Plant and Animal Products. In this case, the cloves are used in the manufacture of "kretek" cigarettes, a variety manufactured and smoked only in Indonesia.

An essential component of "kretek" cigarettes is the "tjengkeh", the clove, which gives rise to a crackling effect when burned in the smoking process. An attempt to substitute oil of clove for the shredded material was not successful, owing to the absence of crackle. Most of the cloves used in this industry are imported from Zanzibar, such cloves being preferred to those grown locally, which give an acrid taste to the mixture.

Originally this type of cigarette consisted of an outer wrapper of either dried maize leaf, dried banana leaf or dried palm leaf which was filled with a mixture of native shag tobacco and shredded cloves (ten parts of tobacco to six parts of cloves).

The modern cigarette is machine-made and has the usual paper wrapper. The general method of adding the cloves as practiced by the larger cigarette manufacturers is to cut the clove into 20 or 30 small pieces, but the smaller manufacturers grind the cloves for mixing with the tobacco.

Smoking trials indicate that fondness for this type of cigarette would be an acquired taste. The burning quality of the mixture was fairly good and the flavor was definitely clove-like, but not excessively so.

It has been estimated that under proper control the Indonesian cigarette industry could absorb about 5,000 tons of cloves annually.

Steamship conference dual rate explained

Pricing of both merchandise and services is directly related to the volume of business in the modern market. When a product or service is mass produced, that unit price decreases in ratio to the volume.

"This is, in many respects, the principle behind the dual rate offered by conference steamship lines", according to a booklet just published by the Western Steamship Committee of San Francisco.

The committee, composed of major steamship lines associated in 14 West Coast conferences, compares the conference dual rate system to commuter transportation and explains that just as carriers are able to charge less for passengers who travel regularly, steamship operators are able to charge less for freight shipments which travel regularly in their ships.

These views are brought out in the committee's new booklet "The Dual Rate—a Bonus Plan, Not a Penalty", second in a series of public service publications now being distributed to shippers and interested businessmen throughout the world.

positive coffee advertising

(Continued from page 19)

new crop of coffee drinkers and convince the growing generation that coffee is the thing for them to drink.

The coffee-break has proven to be a wonderful thing and

yet the field has hardly been scratched. Those who drink one cup should drink two. Those who are breakfast-coffee drinkers should drink it at lunch and dinner, as well as between meals.

When many large firms see the necessity of providing free coffee for their employees, it goes without saying that there must be some merit to the program. I think the coffee industry is intelligent enough to work this problem out. I believe that if the industry would supplement the work of the Pan-American Coffee Bureau and devote a percentage of its advertising appropriation to the work that is being done by the Bureau, we would see a continued increase in the consumption of coffee which will be beneficial to all of us.

I know there are many arguments against this, but it seems to me ridiculous that a \$2,500,000,000 industry should expect a \$1,500,000 appropriation to tell the coffee story to the world.

There is just one thing more that I would like to say. All of you tell your customers that the coffee you are selling is a fine product. It should be apparent to all of you that, in order to compete, you have to maintain your quality. The old saying that you cannot make a silk purse out of a sow's ear applies to coffee just as much today as it ever did. In this day of keen competition, it is most important that quality be maintained and that the fine old art of blending coffee be utilized to the fullest extent.

Good coffee has no substitute. You who pride yourselves on the excellent product you are selling should always strive to maintain your quality. It will always pay handsome dividends.

x-ray sterilization of spices

(Continued from page 62)

The cost of sterilizing spices can be estimated only roughly with the information obtained in a preliminary research program. It is possible that the estimate is in error; the true figure may be between half and double the estimate. Attempts have been made, however, to estimate all the costs relatively high, so that the results are realistic, and probably the maximum.

In trying to arrive at a cost per pound for X-ray sterilization of the sage, operating costs, power costs, and capital-equipment costs (at a 10-year amortization rate) were taken into account. The production rate of ten pounds per minute was chosen to simplify the calculation. Since the considered maximum rate for spice production was 4,000 pounds per eight-hour day, this would amount to 8.3 pounds per minute. This would mean that the estimated cost per pound is 20 per cent higher in relation to the present production rate.

Sage could be sterilized at a cost of about \$0.019 per pound. By interpolation from data on the sterilization of sage, ground black pepper and whole black pepper might cost \$0.038 and \$0.076 per pound, respectively. A reduction in the bacterial count could be effected at a much lower cost.

In the light of these experiments, it can be seen that X-ray sterilization of spices would be a method of choice. The sterilization would be accomplished with no loss in the desirable flavor; the process is one of extreme simplicity and is relatively inexpensive.

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Jabez Burns No. 25, 4000 lb. Granulator.
Jabez Burns coal or oil-fired Roasters.
Jabez Burns No. 35 Coffee Roaster.
Burns 2 and 4 bag Jubilee Roasters.
Day Dry Powder Mixers, 100, 200, 400,
600, 1,500 and 10,000 lbs. cap.
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away automatic Labelers.
Pneumatic Automatic Cartoning Line.
S. & S. G1 and G2 Auger Fillers.
Whiz Packer and Triangle Fillers.
Triangle Semi-Auto. Carton Sealer.
Amsco Rotary Bag Heat Sealer.
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FOR SALE: Complete coffee grinding and packing plant at Front Street section. Very reasonable. Telephone WOrth 2-5463 or write Box No. 115 c/o Coffee and Tea Industries.

FOR SALE: All or part—complete coffee roasting and spice grinding plant which has been dismantled. Priced for quick sale. Frank Frimel, 612 Rochester Drive, Lemay, Missouri; Tel. Vi ctor 2-5407

FOR SALE: One Burns #24 Granulizer in good operating condition. Complete with motor. Address Box 50, c/o Coffee and Tea Industries.

FOR SALE: 1—Pneumatic Scale 60/min. Packaging Unit. 2—Jabez Burns 4-bag Coffee Roaster, complete with blowers, ex-hausters, cooling trucks; Standard Knapp Auto Gluer-Sealer & Comp. belt; 1—Model A & 1 Model B Transwraps; 2—6" Brightwood Box Machines, m.d.; Roball Sifters; Mikro Pulverizers; Mixers up to 7,000 lbs. Partial listing. What have you for sale? CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 38, Barclay 7-6600.

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HELP WANTED

WEST COAST COFFEE ROASTING FIRM
MAN EXP. IN COFFEE BLENDING, CUPPING, ROASTING & GRINDING, FOR WEST COAST COFFEE ROASTING COMPANY. IN REPLY STATE PARTICULARS OF PAST EMPLOYMENT. ALL REPLIES HELD CONFIDENTIAL. Address Box 90 c/o Coffee and Tea Industries.

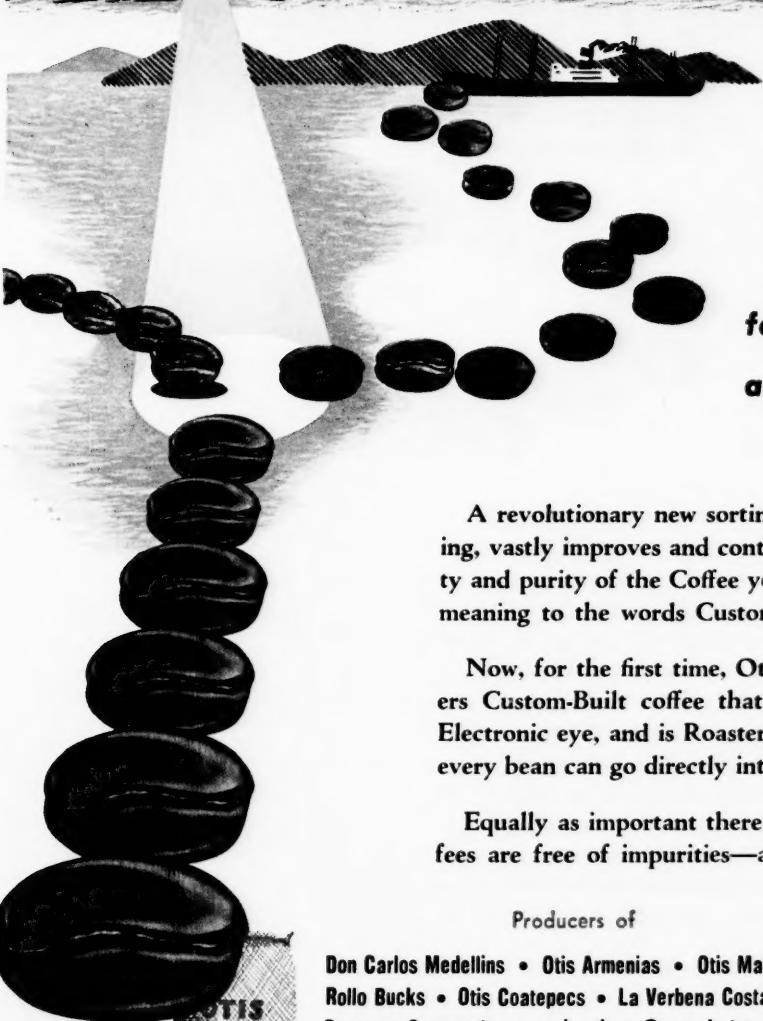
BETTER COFFEE

can be made in
Clean Equipment

Write for a sample
package of

COFFEE URN CLEANER

WALTER R. HANSEN
P.O. Box 91, Elgin, Illinois



electronic sorting...

**Sets New Standards
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and **QUALITY****

A revolutionary new sorting process, electronic sorting, vastly improves and controls the quality, uniformity and purity of the Coffee you buy—and adds further meaning to the words Custom Built.

Now, for the first time, Otis McAllister offers roasters Custom-Built coffee that has been sorted by the Electronic eye, and is Roaster Ready. This means that every bean can go directly into your roasting machines.

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Producers of

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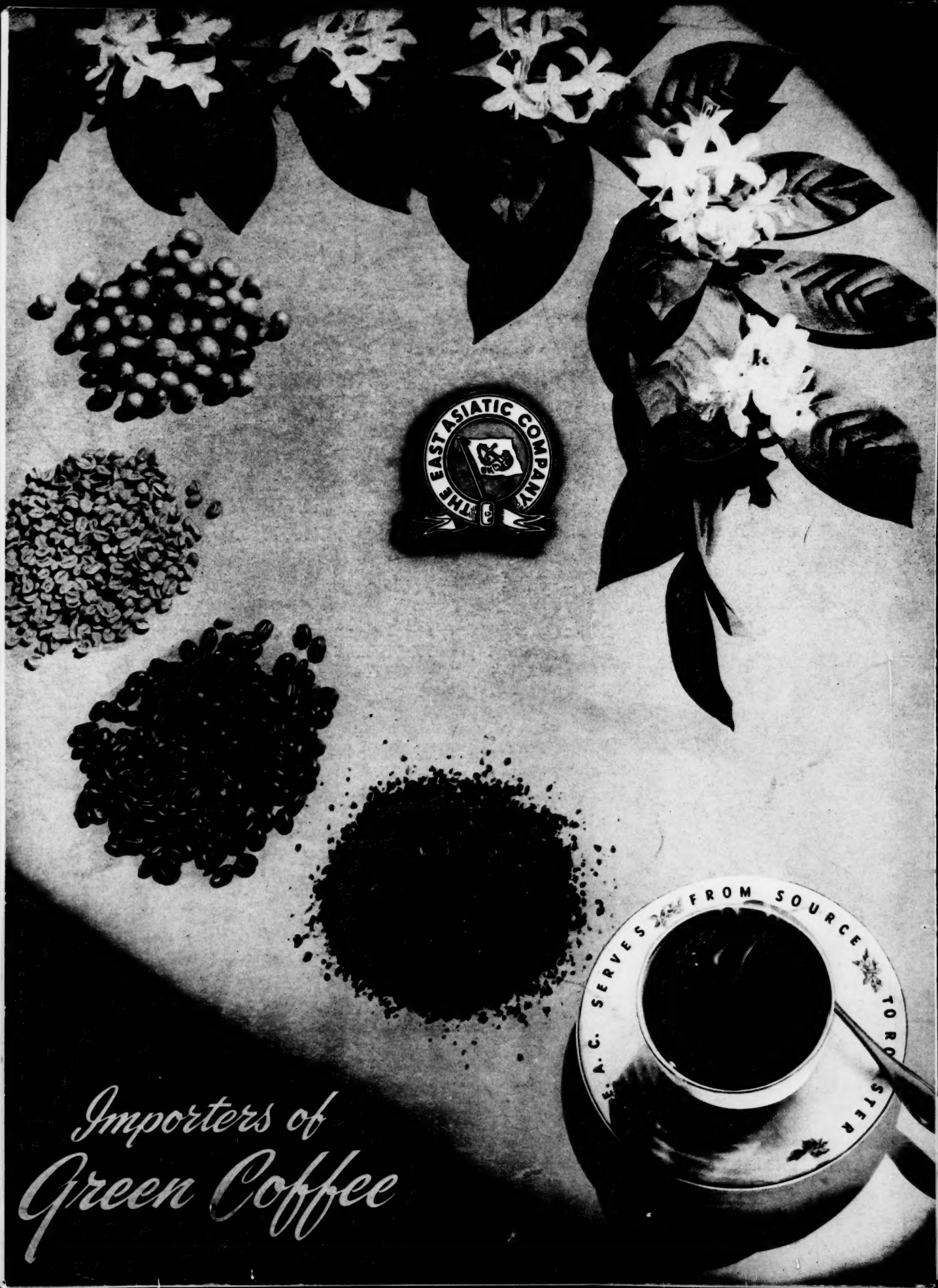
129 Front St.
NEW YORK 5

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*Importers of
Green Coffee*